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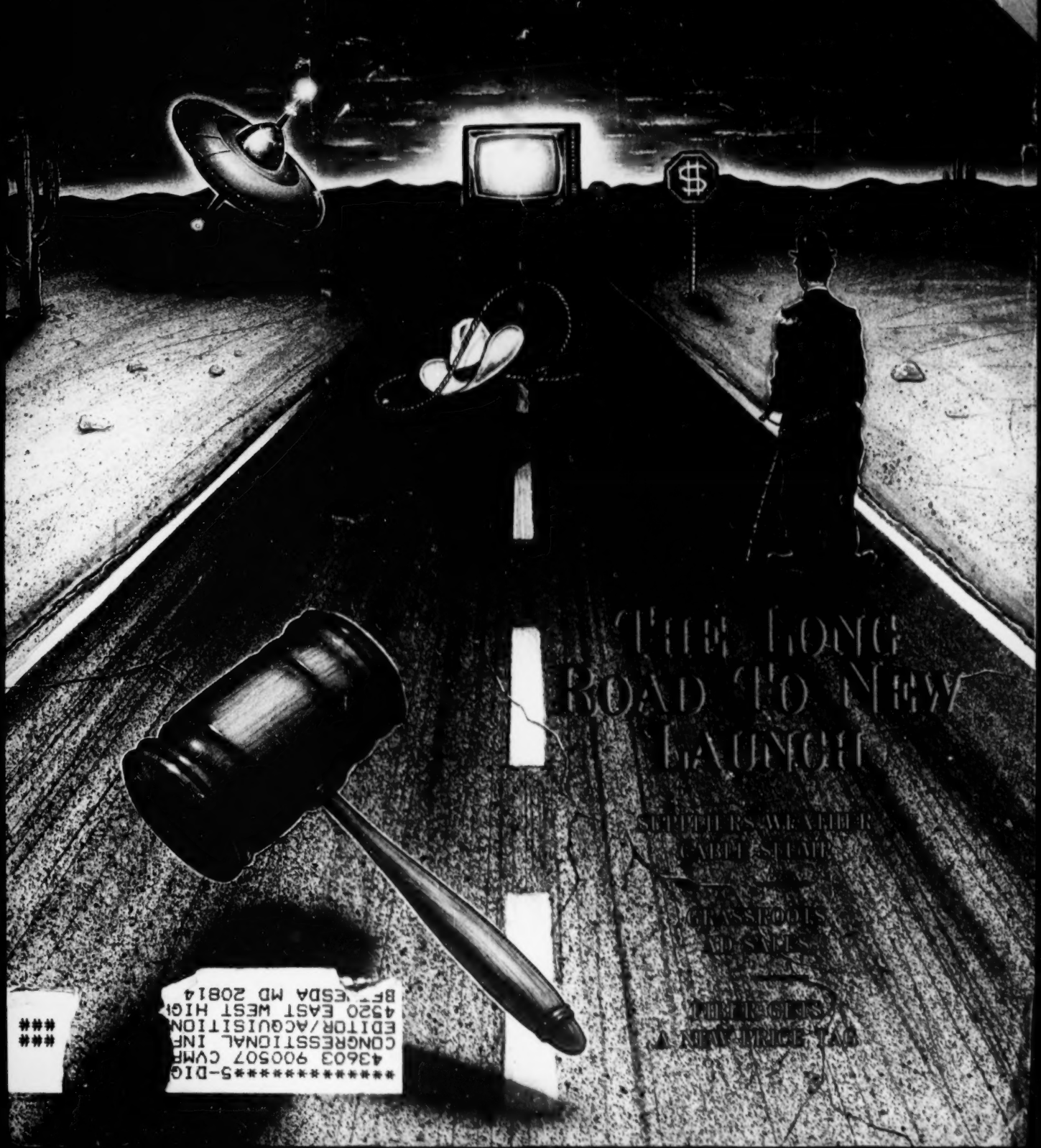
CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

APRIL 23, 1990

ANNUAL
AM NETWORK
GUIDE
Special Pull-out Section



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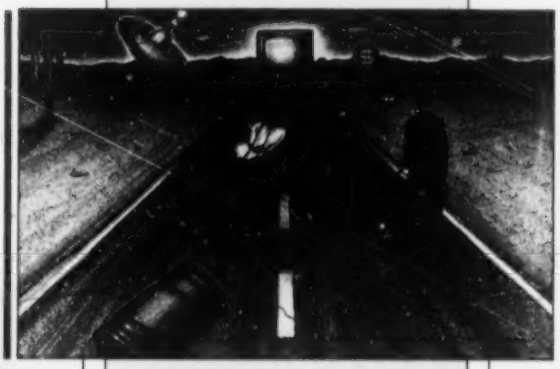
CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT APRIL 23, 1990

COVER STORY



COVER ILLUSTRATION BY BARNEY LAHAYE

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ABP BPA

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Year Three For PNG

Some people mark the rite of spring by heading to the ballpark; others throw franks or burgers on the barbee and a few dust off the binoculars for a round of cherry blossom sightseeing. For *CableVision*, early spring means the release of the Program Network Guide.

Now in its third year, the Guide aims to offer a thorough, reader-friendly overview of cable program services, from the well-established to those still in the start-up stage. This year's guide provides a wider variety of data than in the past. New features include the number of national and local advertising availabilities offered in a typical hour.

CableVision senior editor Simon Applebaum edited the Program Network Guide. Greg Packer, Gary Lemons, Christina Clauson and Adria Schwartz compiled the research. Our thanks go to the many marketing and public relations executives at the cable services who cooperated in our information gathering effort.

We hope what follows is a reference that will serve the cable industry through the seasons ahead.

Kathy Haley, Editor-in-Chief

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Promotion;
Regional Offices: Susan Packard, Suite 201A, 2855 Coolidge Highway, Troy, MI 48084 (313) 643-9033; Debra Lieberman, C-288, 3000 West

A&E
(212) 661-4500

555 Fifth Avenue
New York, NY 10017
Parent Company: Hearst/Capital Cities/ABC/NBC
Personnel: Nickolas Davatzes, President & CEO; Seymour Lesser, Executive VP CFO; Whitney Goit II, Executive VP Sales & Marketing; Robert Igiel, Senior VP Business Development; Brooke Bailey Johnson, VP Programming & Production; Peter Hansen, VP Programming; Abbe Raven, VP Production; Ronald Schneier, VP Advertising & Sales; Daniel Davis, VP Affiliate Sales & Marketing; Ted Yorio, Director, Advertising; Terry O'Neill, Director, National Sales; Susan Schulman, Director, Corporate Communications; John Schipp, Director, On-Air Promotion; Mark Mersky, Director, Local Ad Sales
Regional Offices: West Coast: 1800 Century Park East, Suite 450, Los Angeles, CA 90067, (213) 933-9600; Contacts: Coleen Griffin, Director, Ad Sales; Brian Litman, VP Affiliate Sales; Midwest: 111 E. Wacker Drive, Suite 2206, Chicago, IL 60601, (312) 819-1486; Contacts: Dave Boretti, Director Ad Sales; Ken Street, Director, Affiliate Sales
Program Hours: 24 Hours
Program Format: Comedy, drama, documentary and performing arts.
Satellite: Galaxy I/12, VideoCipher encrypted
Subscriber Information:
Affiliates: 5,800 as of 02/01/90; Subscribers: 46,500,000;
Advertising Per Hour: National-6-8 minutes (depending on program length)/Local-2 minutes

ACTS SATELLITE NETWORK
(817) 737-4011

6350 W. Freeway
Fort Worth, TX 76150
Personnel: Richard McCartney, CEO Interim President; Michael Wright, VP Affiliate Relations
Regional Offices: Deborah Little, Director ACTS Central Division; Donald Smith, Director ACTS Eastern Division
Program Hours: 24 Hours
Program Format: Inspirational
Satellite: Galaxy III/7
Subscriber Information:
Affiliates: 450 as of 03/21/90; Subscribers: 9,100,000; Price/sub: Free
Advertising Per Hour: Local—1 minute

ALTERNATE VIEW NETWORK
(318) 226-8776

400 Common Street
Shreveport, LA 71101
Personnel: D. L. Dykes, President; David Caskey, General Manager; Ed Garner, Production Director; Lloyd Warren, Public Relations Director
Program Hours: 6:30 AM - 11:00 AM ET Sundays
Program Format: Live with call-in segments.
Satellite: Satcom IIIR/12
Subscriber Information:
Affiliates: 1,126 as of 03/26/90; Subscribers: 17,034,974

AMERICAN MOVIE CLASSICS
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
Parent Company: Rainbow Program Enterprises
Personnel: Joshua Sapan, President; Kate McEnroe, VP General Manager; Noreen O' Loughlin, VP Marketing; Brad Siegel, VP Programming; Rosie Pisani, VP Creative Services; Carole Shander, VP Corporate Communications; Nancy LaPerla, Director, Marketing; Jim Weiss, Publicity Manager; Caroline Bock, Publicity Manager; Susan Stanco, Publicity Assistant; Betsy O'Connor, Publicity Assistant
Regional Offices: Eastern Region: 420 Crossways Park Dr., Woodbury, NY 11797 (516) 364-1379, Contact: Dennis Patton, VP Eastern Region; Central Region: 1111 East Touhy Avenue Suite 280, Des Plaines, IL 60018 (708) 296-0272, Contact: Kate Hampford, VP Central Region; Western Region: 2450 Santa Monica Blvd. Suite 500, Los Angeles, CA 90025 (213) 453-4493, Mary Murano, VP Western Region; Southeast Region: 3 Piedmont Center, Suite 516, Atlanta, GA 30305 (404) 231-9494 Contact: Michele Roberts, Regional Director
Program Hours: 3:00 p.m.-4:30 a.m. ET Weeknights/1:00 p.m.-7:30 a.m. Weekends
Program Format: Movies, original programs on motion picture history and personalities
Satellite: Satcom IIIR/12
Subscriber Information:
Affiliates: 2,100 as of 03/15/90; Subscribers: 26,000,000;

Giving You A Choice

BLACK ENTERTAINMENT TELEVISION
(202) 636-2400

1899 9th Street NW
Washington, DC 20018

Personnel: Robert Johnson, President; Jefferi Lee, VP Network Operations; Curtis Symonds, VP Affiliate Marketing; Debra Lee, VP Legal Counsel; Janis Thomas, VP Advertising; Antonia Duncan, VP Finance; James Ebron, VP Network Sales; Rosalyn Doaks, Director Affiliate Marketing; Robin Beaman, Director, Consumer Marketing & Public Relations; Janis Thomas, VP Advertising; Cheryl Holmes, Director Advertising & Research; Louis Carr, Director Midwest Advertising
Regional Offices: James Ebron, 156 West 56th Street, Suite 2004, New York, NY 10019 (212) 582-5080.
Program Hours: 24 Hours
Program Format: Music videos, sports, news, public affairs, family entertainment.
Satellite: Satcom IIR/20
Subscriber Information: Affiliates: 1,300 as of 3/1/90; Subscribers: 26,000,000; Price/sub: .06
Advertising Per Hour: N.A

Culture Everyone Can Turn To

BRAVO
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
Parent Company: Rainbow Program Enterprises
Personnel: Joshua Sapan, President; Kathy Dore, VP General Manager; Jonathan Sehring, VP Programming; Rosie Pisani VP Creative Services; Carole Shander, VP Corporate Communications; Laurie Giddins, Director, Marketing; Caroline Bock, Publicity Manager; Jim Weiss, Publicity Manager; Susan Stanco, Publicity Assistant; Betsy O'Connor, Publicity Assistant; Ed Carroll, Associate Director, Marketing
Regional Offices: Eastern Region: Farmington, CT, Karen Jarmon, Director, Central Region: DesPlaines, IL, Andrew Farley, Director, Western Region: Santa Monica, CA, David Eberts, Director.
Program Format: American independent & international films, performing arts specials, music and comedy series.
Satellite: Satcom IIIR/4, VideoCipher encrypted
Subscriber Information: Affiliates: 400 as of 02/01/90; Subscribers: 4,000,000

Consumer News & Business Channel

CNBC
(201) 585-2622

2200 Fletcher Ave.
Ft. Lee, NJ 07024
Parent Company: NBC
Personnel: Michael Eskridge, President, Tom Rogers, President, NBC Cable; Caroline Vanderlip, VP Affiliate Relations; Larry Smith, Regional VP Affiliate Relations; Jim Barry, VP Consumer Affairs; Art Miller, Senior VP Advertising Sales; Patricia Karpas, Director, Marketing; Joyce Gibney, Senior Marketing Representative; Beth St. Paul, Marketing Representative; Laurie Lawrence, Manager, Advertising & Alameda Avenue, Burbank, CA 91523 (818) 840-3487.
Program Hours: 24 Hours
Program Format: Daytime: business and financial; Evenings: consumer news.
Satellite: Satcom IIIR/6
Subscriber Information: Affiliates: 900 as of 03/01/90; Subscribers: 14,800,000; Price/sub: .09
Advertising Per Hour: National-9 minutes/Local-3 minutes

C-SPAN AMERICA'S NETWORK

C-SPAN II

C-SPAN/C-SPAN II
(202) 737-3220

400 North Capitol St. NW-Suite 650
Washington, DC 20001
Personnel: Brian Lamb, President & COO; Susan Swain, Senior VP; Rob Kennedy, Senior VP; Mike Michaelson, Executive VP; Lisa Kerr, Manager, Affiliate Relations; Peter Kiley, Supervisor, Affiliate Relations; Pat Daniel, Supervisor, Marketing; Kristin Wennberg, Press Cordinator; Cynthia Dinkins-Lassiter, Marketing Representative Special Projects; Barkley Kern, Marketing Representative Western Region; Charlotte Bowers, Marketing Representative Southeast Region; Kate Mills, Marketing Representative Midwest Region; Chris Appleby, Marketing Representative, Northeast Region; Andrea King, Marketing Representative, Midwest Region
Program Hours: 24 Hours
Program Format: Coverage of U.S. House of Representatives and public affairs on C-SPAN/Coverage of U.S. Senate and public affairs on C-SPAN II.
Satellite: Galaxy III/24
Subscriber Information: Affiliates: 3,764 as of 4/1/90 (C-SPAN); 738 as of: 4/1/90 (C-SPAN II); Subscribers: (C-SPAN); 20,100,00 (C-SPAN II); Price/sub: .04

THE WORLD'S MOST IMPORTANT NETWORK

CABLE NEWS NETWORK
(404) 827-1503

One CNN Center
Atlanta, GA 30348
Parent Company: Turner Broadcasting System
Personnel: Burt Reinhardt, President; Ed Turner, Executive VP Newsgathering; Paul Amos, Executive VP News Programming; V.R. (Bob) Furnad, VP Senior Executive Producer; Gale Evans, VP Booking & Research; Lou Dobbs, VP Business News; John Barbera, VP, CNN Ad Sales; Robert Thalman, VP Marketing Turner Cable Network Sales (404) 827-2170; Kristina Martin, Director Marketing; Steve Haworth, Director Public Relations; Rick Salcedo, Associate VP On-Air Promotion
Regional Offices: Chicago TBS Sales, Detroit TBS Sales, Los Angeles TBS Sales, New York TBS Sales, San Francisco Turner Cable Network Sales.
Program Hours: 24 Hours
Program Format: News and information
Satellite: Galaxy I/7, VideoCipher encrypted
Subscriber Information:
Affiliates: 12,590 as of 3/1/90; Subscribers: 54,400,000;
Advertising Per Hour: National-10 minutes/Local-3 minutes

CHANNEL AMERICA TV NETWORK
(212) 262-5353

24 W. 57th St.
Suite 804
New York, NY 10019
Personnel: David Post, Chairman; Robert Mauro, President; Veronica Albrecht, Director, Affiliate Relations; Alan Zaretsky, Director, Marketing;
Program Hours: 24 Hours
Program Format: General entertainment with viewer participation
Satellite: Spacenet II/3
Subscriber Information:
Affiliates: 53; as of 3/20/90 (includes low-power TV); Subscribers: 170,000 (cable only);
Advertising Per Hour: National-N.A./Local-4 minutes

THE COMEDY CHANNEL
(212) 512-1000

1100 Avenue of the Americas
New York, NY 10036
Parent Company: Home Box Office
Personnel: Dick Beahrs, President; John Newton, Executive VP Programming; Linda Frankenbach, VP Affiliate Operations; Larry Divney, Senior VP Advertising Sales; David McCoy, VP National Sales Manager; Scoot MacPherson, Director, Promotion
Regional Offices: Lennox Bldg. 3399 Peachtree Road NE, Suite 1600, Atlanta, GA 30326 (404) 239-6600, Gail Sermersheim; 6250 River Road, Suite 10-300, Rosemont, IL 60018 (708) 318-5100, Bruce Zeller; 12750 Merit Drive, Suite 1200, Dallas, TX 75251 (214) 450-1000, Jerry Flavin; The Quadrant, 5445 DTC Parkway, Suite 700, Englewood, CO 80111 (303) 220-2900, Jack Hayes; 6363 NW 6th Way, Suite 410, Ft. Lauderdale, FL 33309 (305) 491-0411, Jeff Krolik; 9401 Indian Creek Parkway, Suite 850, Overland Park, KS 66210 (913) 451-5100, Sharon Bennett; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067 (213) 201-9200, Janice Aull; 1100 Avenue of the Americas, New York, NY 10036 (212) 512-1000, Peter Cohan; One Bala Cynwyd Plaza, Suite 440, 231 St. Asaphs Place, Bala Cynwyd, PA 19004 (215) 668-6500, Steve Davidson; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700, Janet Long
Program Hours: 24 Hours
Program Format: Hosted comedy shows plus movies.
Satellite: Galaxy I/1, VideoCipher encrypted
Subscriber Information:
Affiliates: 500 as of 4/1/90; Subscribers: 6,000,000; Price/sub: .07
Advertising Per Hour: National-5 minutes/Local-3 minutes

COUNTRY MUSIC TELEVISION
(615) 255-8836

704 18th Ave. South
Nashville, TN 37203
Personnel: James Guercio, Chairman; Stan Hitchcock, Senior VP; Nan Olson, VP Advertising Sales; R.E. Turner IV, VP Sales & Marketing; Rene Ray, Director, Affiliate Relations
Program Hours: 24 Hours
Program Format: Country music videos with interview clips
Satellite: Galaxy I/13
Subscriber Information:
Affiliates: 1,878 as of 02/28/90; Subscribers: 10,544,117
Advertising Per Hour: National-N.A./Local 3 minutes

THE DISCOVERY CHANNEL
(301) 577-1999

8201 Corporate Drive
Landover, MD 20785
Parent Company: Cable Educational Network Inc.
Personnel: John Hendricks, Chairman & CEO; Ruth Otte, President & COO; Greg Moyer, Senior VP Programming Group; Kathy Clinton, Senior VP Advertising Sales; Sandy McGovern, Senior VP Affiliate Sales & Relations; Chuck Gingold,

Senior VP Programming; Chris Moseley, Senior VP Marketing & Communications; Valerie Grady, VP Marketing; Eric McLamb, Director, Communications; Lila Reinhard, Director, Affiliate Marketing; Greg Laskaris, Director, Marketing/ Interactive Publishing; Shirley Davis, Director, Ad Sales
Regional Offices: New York, Kathy Clinton, 415 Madison Avenue, New York, NY 10017 (212) 751-2120; San Francisco-Dawn McCall, 601 California Street, Suite 1808, San Francisco, CA 94108 (415) 391-9300; Los Angeles-Gary Evans, 1888 Century Park East, #1900, Los Angeles, CA 90067 (213) 284-6897; Chicago-Sandi Tracy, 625 North Michigan Avenue, Suite 500, Chicago, IL 60601 (312) 751-4265.
Program Hours: 24 Hours
Program Format: Documentaries on nature, science and technology, history, human adventure and world exploration.
Satellite: Galaxy I/22
Subscriber Information: Affiliates: 7,535 as of 3/1/90, Subscribers: 49,700,000
Advertising Per Hour: National-7 minutes/Local-2 minutes

ESPN
(212) 916-9200

605 Third Avenue
8th Floor
New York, NY 10158-0180
Parent Company: Capital Cities/ ABC
Personnel: Roger Werner, President & CEO; Steve Bornstein, Executive VP; Roger Williams, Senior VP Affiliate Marketing; Bill Ketcham, Senior VP Consumer Marketing; Andy Brilliant, Senior VP International; Ed Duvso, Senior VP Chief Legal Counsel; Jack Bonanni, Senior VP Advertising Sales
Regional Offices: Bristol-ESPN Plaza, Bristol, CT 06010; 9665 Wilshire Boulevard, Suite 800, Beverly Hills, CA 90212; 5445 DTC Parkway, Suite P-8, Englewood, CO 80111;Boulevard Towers South, 205 North Michigan Avenue, Suite 3914, Chicago, IL 60601.
Program Hours: 24 Hours
Program Format: Sports
Satellite: Galaxy 1, VideoCipher encrypted
Subscriber Information: Affiliates: 21,500 (including MMDS & SMATV systems) as of 4/1/90; Subscribers: 55,340,000
Advertising Per Hour: National-8 minutes/Local-2 minutes (4 on NFL games)

ETERNAL WORD TV NETWORK
(205) 956-9537

5817 Old Leeds Road
Birmingham, AL 35210
Personnel: Mother Angelica, Foundress/Chairman; Bill Steltemeier, President; Matt Scalici, Senior VP Engineering & Satellite Operations; Chris Harrington, Senior VP Operations & Production; Marynell Ford, Senior VP Marketing; Nancy Gilmore, Affiliate Relations Manager; Dee Park, Public Relations Manager; Richard King, Director, Programming
Program Hours: 24 Hours
Program Format: Family-oriented, spiritual growth programming
Satellite: Galaxy III/10
Subscriber Information: Affiliates: 650 as of 04/01/90; Subscribers: 14,100,000

THE FAMILY CHANNEL
(804) 523-7301

1000 Centerville Turnpike
Virginia Beach, VA 23463
Parent Company: International Family Entertainment
Personnel: Timothy Robertson, President; Richard Busciglio, VP Marketing; Paul Krimsier, VP Programming; Richard Hammer, VP Advertising Sales; Craig Sherwood, VP Affiliate Relations; Earl Weirich, VP Public Relations; Madeleine Forrer, Director, Marketing Services; Ralph Trentadue, National Director, Local Ad Sales; Diana Wittenberg, Affiliate Marketing Manager; Julia Wang, National Promotions Manager; Doug Stuart, Director, Marketing Resources;
Regional Offices: 5935 Highway 18, Suite A, Jackson, MS (601) 922-0181, Clay Boudreaux; Four Militia Drive, Lexington, MA 02173 (617) 862-7773, Don Scott; 1301 West 22nd St., Suite 902, Oak Brook, IL 60521 (708) 990-8999, Shirley Hill; 4001 Westerly Place, Suite 16, Newport Beach, CA 92660 (714) 955-2870, Janelle Slipp; 1001 West Euless Blvd., Suite 112, Euless, TX 76040 (817) 540-3677, Mark Solow; 6075 South Quebec, Suite 100, Englewood, CO 80111 (303) 220-8901, Howard Williams; 1895 Phoenix Blvd., Suite 306, Atlanta, GA 30349 (404) 997-5704, Russ Breault; Mid-Atlantic Office, 1000 Centerville Turnpike, Virginia Beach, VA 23463 (804) 523-7300, Stan Majkut.
Program Hours: 24 Hours
Program Format: Family entertainment
Satellite: Galaxy I/11; Satcom IR/1 VideoCipher encrypted
Subscriber Information: Affiliates: 8,774 as of 02/28/90; Subscribers: 48,840,000; Price/sub: .08
Advertising Per Hour: National-10 minutes/Local-2 minutes

FAMILY GUIDE NETWORK
(215) 887-7010

Penthouse Suite
Fox Pavilion
Jenkintown, PA 19046
Personnel: Don De Cinque, VP; Bob DeBoxace, Director, Media Operations; Joe McKencie, National Sales Manager; Alex Bowale, Affiliate Relations Representative; Jim Foster, Affiliate Relations Representative
Program Hours: Varies
Program Format: Direct-response

infomercials and lifestyle features
Satellite: Satcom IV/16
Subscriber Information:
Affiliates: 60 as of 4/9/90; Subscribers: 5,000,000

FAMILYNET
(804) 845-4733

PO Box 196
Forest, VA 24551-0196
Parent Company: Liberty Broadcast Network
Personnel: Richard Campbell, VP; Warren Marcus, Executive Producer; Jerry Whitehurst, Director, Affliate Marketing & Programming
Program Hours: 24 Hours
Program Format: Family Entertainment, inspirational sports and classic movies
Satellite: Satcom IV/5
Subscriber Information:
Affiliates: 356 as of 03/23/90; Subscribers: 4,000,000
Advertising Per Hour: National-N.A./ Local-1 minute

FINANCIAL NEWS NETWORK
(213) 670-1100

6701 Center Drive West
Los Angeles, CA 90045
Parent Company: Financial News Network
Personnel: Michael Wheeler, President; Earl Brian, Chairman & CEO; John Berentson, Executive VP; C. Steven Bolen, Executive VP & CFO; Gil Faccio, Senior VP Affiliate Relations; Richard North, Senior VP Advertising Sales; Thomas Lucas, VP Marketing
Regional Offices: 320 Park Avenue, New York, NY 10102; 435 N. Michigan Ave., Chicago, IL 60611
Program Hours: 24 Hours weekdays; 1:00 a.m.-2:00 p.m. ET weekends
Program Format: Business news
Satellite: Satcom IIIR/11, VideoCipher encrypted
Subscriber Information:
Affiliates: 3,500 as of 04/01/90; Subscribers: 33,000,000
Advertising Per Hour: National-10 minutes/Local-2 minutes

FNN SPORTS
(213) 670-1100

6701 Center Drive West
Los Angeles, CA 90045
Parent Company: Financial News Network
Personnel: Arnie Rosenthal, Executive VP General Manager; Joe Safety, Executive Producer; Steve Friedman, Assistant General Manager; Mark Huvska, Senior Producer;
Regional Offices: George Monaster, 320 Park Ave., New York, NY 10022 (212) 758-9009; John Fagan, 435 N. Michigan Ave., Chicago, IL 60611 (312) 6722-0255.
Program Hours: 2:00 p.m.- 1:00 a.m. ET, weekends
Program Format: Sports news/ events.
Satellite: Satcom III-R/11, VideoCipher encrypted
Subscriber Information:
Affiliates: 2,000 as of 04/01/90; Subscribers: 23,000,000; Price/sub: Included in FNN fee
Advertising Per Hour: National-10 minutes/Local-2 minutes

GALAVISION
(213) 286-0126

2121 Avenue of the Stars
Suite 2300
Los Angeles, CA 90067
Parent Company: Univisa
Personnel: Jaime Davila, Group VP; Starrett Berry, VP Cable Operations; Stu Livingston, VP Broadcasting Operations; Vera Gonzales, National Director;
Regional Offices: Vera Gonzalez, Galavision Dallas Office, 15851 N. Dallas Parkway, Suite 1015, Addison, TX 75248
Program Hours: 24 Hours
Program Format: Spanish-language television: classic Mexican films, novellas (soap operas), international sports, children's programming, comedy and variety shows. Also incorporates ECO, a global news and international service live from Mexico City.
Satellite: Galaxy I/20
Subscriber Information:
Affiliates: 310 as of 01/01/90; Subscribers: 2,500,000;
Advertising Per Hour: National-N.A./Local-2 minutes

HA! THE TV COMEDY NETWORK
(212) 713-6600

1775 Broadway
New York, NY 10019
Parent Company: MTV Networks
Personnel: Ed Bennett, President; Barry Kluger, VP Press Relations; Debby Beece, Senior VP Programming; Mike Klinghoffer, VP Production; Leslye Schaefer, VP Marketing & Promotions; Sam Moser, Director Advertising Sales/Eastern Region
Regional Offices: Western Region: 10 Universal City Plaza, 30th floor, Universal City, CA 91608 (818) 505-7800; Southeastern Region: 3399 Peachtree Road, Suite 900, North East, Atlanta, GA 30326, (404) 841-3099; Southwestern: 5000 Quorum, Suite 425, Dallas, TX 75240 (214) 404-0793; Central: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300; Detroit Ad Sales Office: 2301 W. Big Beaver Road, Suite 621, Troy, MI 48084, (313) 649-7170.
Program Hours: 24 Hours
Program Format: Comedy
Satellite: Galaxy III/23
Subscriber Information: N.A.
Advertising Per Hour: National-8 minutes/Local-3 minutes

HEADLINE NEWS

HEADLINE NEWS
(404) 827-1500

One CNN Center
PO Bx 105366
Atlanta, GA 30348-5366
Parent Company: Turner Broadcasting System

Personnel: Burt Reinhardt, President; Jon Petrovich, Executive VP
Program Hours:24 hours
Program Format: World and national news summaries, updated every half-hour
Satellite: Galaxy I/8 **Subscriber Information:** Affiliates: 4,671 as of 4/1/90; Subscribers: 41,000,000
Advertising Per Hour: National-10 minutes/Local-2 minutes

THE INSPIRATIONAL NETWORK
(704) 542-6000

P.O. Box 410325
Charlotte, NC 28241-0325
Parent Company: Heritage Village Church
Personnel: Dennis Shedd, Trustee; John Pope, Operations Manager; Lois Chalmers, Marketing Consultant
Program Hours: 24 Hours
Program Format: Multi-faith programming; music, talk, variety, childrens' shows, exercise, family programming.
Satellite: Galaxy I/17
Subscriber Information: Affiliates: 814 as of 02/28/90; Subscribers: 6,800,000

KTLA/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations;
Program Hours: 24 Hours
Program Format: Superstation featuring sports, movies, series, kids shows and specials.
Satellite: Spacenet III/8
Subscriber Information: Affiliates: 253 as of 12/31/89; Subscribers: 4,900,000; Price/sub: .10

KTVT/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations;
Program Hours: 24 Hours
Program Format: Superstation programming, featuring sports, movies, kids shows, specials and series.
Satellite: Spacenet III/3, VideoCipher encrypted
Subscriber Information: Affiliates: 481 as of 12/31/89; Subscribers: 3,600,000; Price/sub: .10

The Learning Channel
The smart choice on cable.

THE LEARNING CHANNEL
(703) 276-0881

1525 Wilson Blvd.
Suite 550
Rosslyn, VA 22209
Personnel: Dr. Harold Morse, Chairman & CEO; Robert Shuman, President; Henry Schlenker, Senior VP & CFO; Edward Dooley, Director, Corporate Communications; Lee Lindbloom, Director, Networking Services; Robert Sestili, VP Programming; Joan Cavanagh, Director, Corporate Development; Edward Burakowski, National Sales Director; John McLaurin, VP Marketing
Regional Offices: Richard Conlon, Director, Marketing East: 7 Woodland Ave., Larchmont, NY 10538 (914) 833-1320; Jay Barchas, Director, Marketing Western:535 16th Street, Denver, CO 80202 (303) 592-1613 FAX (303) 592-1716.
Program Hours: 24 Hours
Program Format: Educational, business and career
Satellite: Satcom IIIR/2
Subscriber Information: Affiliates: 1,228 as of 02/28/90; Subscribers: 19,200,000
Advertising Per Hour: National-12 minutes/Local-N.A.

LIFETIME TELEVISION

LIFETIME
(718) 482-4000

36-12 35th Avenue
Astoria, NY 11106
Parent Company: Hearst/ABC-Viacom Entertainment Services
Personnel: Thomas Burchill, President and CEO; Craig Harnett, Senior VP & CFO; Pat Fili, Senior VP Programming & Production; Stuart Lefkowitz, Senior VP Operations & Engineering; Phillip La Greca, VP Controller; Seymour Kaplan, Senior VP Affiliate Relations; Barry Kresch, Senior VP Research; Jane Tollinger, Senior VP Business & Legal Affairs; Douglas McCormick, Senior VP Sales; Margaret Sandwick, Senior VP Marketing & Communications; Diane Lattanzi, Director, Sales Marketing
Regional Offices: 10990 Wilshire Blvd., Suite 2010, LA, CA 90024, (213) 446-6600; 75 East Wacker Drive, Ste. 900, Chicago, IL 60601, (312) 782-5900; 12860 Hillcrest Road, Cohuenza, Ste. 229, Dallas, TX 75235, (214) 960-0271; 444 Madison Ave., Ste. 605, New York, NY 10022, (212) 832-8832
Program Hours: 24 Hours
Program Format: Entertainment and information of special interest to women on weekdays and Saturdays; medical information series for professionals Sundays
Satellite: Satcom III-R/17; Galaxy III/20; Scrambled

Subscriber Informaiton:
Affiliates: 4,700 as of 2/90;
Subscribers: 47,000,000; Price per sub: .12
Advertising Per Hour: National-8 to 10/Local-2 minutes

MIND EXTENSION UNIVERSITY
(303) 792-3111

9697 E. Mineral Avenue
Englewood, CO 80112
Parent Company: Jones International Ltd.
Personnel: Glenn Jones, Chairman and CEO; Gregory Liptak, Group President; Victor Harrison, General Manager, Programming; Gwenael Hagan, Director, Concept Integration; Cindy Eichner, Affiliate Sales Manager, West; Chery Grund, Affiliate Sales Manager, East; Adrienne Thiele, Product Marketing Manager; Sharon Sall, Affiliate Relations Coordinator; Andrea Montoni, Public Relations Manager;
Program Hours: 24 Hours
Program Format: College-credit telecourses and non-credit, instructional programming
Satellite: Galaxy III/11
Subscriber Information:
Affiliates: 188 as of 01/12/89;
Subscribers: 5,000,000; Price/sub: .03 for 24 Hours/1.5 part-time

MIZLOU SNN SPORTS NEWS NETWORK

MIZLOU SPORTS NEWS NETWORK
(212) 244-3750

352 Seventh Ave.
New York, NY 10001
Parent Company: Mizlou Communications Co.
Personnel: Vincent Piano, Chairman & CEO; Victor Piano, President; Mark Wenzel, Executive VP; Bill Schwing, VP Executive Producer; Jon Steinlauf, Executive VP; Stan Leshner, VP Operations & Engineering; Lawrence Meli, SNN Executive Committee Member; Paul Green, Senior VP Advertising Sales; Ronald Norberg, VP National Accounts; Kathleen Curran, Advertising & Marketing Manager; John Barry, Advertising Sales Account Executive; Cary Miller, Advertising Sales Account Executive
Regional Offices: Chicago Affiliate Sales Office-Ronald Norberg (708) 213-7340
Program Hours: 24 Hours
Program Format: Sports news divided into half-hour segments
Satellite: Satcom IV/2
Subscriber Information:
Affiliates: N.A.; Subscribers: 5,000,000; Price/sub: .05
Advertising Per Hour: National-8 minutes/Local-3 minutes

E! ENTERTAINMENT TELEVISION

MOVIETIME/E!
(213) 960-5800

1800 North Vine
3rd Floor
Hollywood, CA 90028
Personnel: Lee Masters, President & CEO; Bill Keenan, Senior VP CFO; Chris Fager, Senior VP Business & Legal Affairs; Bill Zaccheo, Senior VP Affiliate Sales; Fran Shea, Senior VP Programming; Sheri Herman, Senior VP Marketing; Mike Sobel, Senior VP Advertising Sales; Ron Ourashi, Director, Marketing; John Kroll, Director, Corporate Communications
Regional Offices: NY Ad Sales: 245 East 58th St., #4F, New York, NY 10022 (212) 223-3700, Ned Greenburg; NY Affiliate Sales: 10 Columbus Boulevard, Hartford, CT 06106 (203) 249-3700, Brad Fox; Chicago Ad Sales: 333 North Michigan Avenue, #1710, Chicago, IL 60601 (312) 609-0360, Dan Lusk; Dallas Ad Sales: 109 North Gollad, Rockwall, TX 75087 (214) 771-5040, Kent Smith; Michigan Ad Sales: 2009 Shady Drive, Warren, MI 48092 (313) 751-3474, Bill Adams.
Program Format: Entertainment, celebrity news and features.
Satellite: Satcom IIIR/15
Subscriber Information:
Affiliates: 500 as of 3/1/90;
Subscribers: 14,000,000;
Advertising Per Hour: National-5 minutes, Local-3 minutes
NOTE: Movietime will change to E! Entertainment TV June 1.

MTV: MUSIC TELEVISION
(212) 713-6400

1775 Broadway
New York, NY 10019
Parent Company: MTV Networks
Personnel: Tom Freston, Chairman & CEO; John Reardon, President, Geenlan & Rosenthal; Doug Herzog, Senior VP Programming MTV; Judy McGrath, Senior VP Creative Director; Carole Robinson, VP Press Relations; Harriet Seitler, Senior VP Advertising Sales; Doug Greenlaw, Executive VP Advertising Sales; Mark Rosenthal, Executive VP Affiliate Sales & Marketing
Regional Offices: Eastern Region: 1775 Broadway, 20th Floor, New York, NY 10019 (212) 713-6931; Central Region: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601 (312) 565-2300; Detroit Ad Sales Office: 2301 W. Big Beaver Rd., Suite 621, Troy, MI 48084 (313) 649-7170; Network Operations Center: 35 Adams Ave., Hauppauge, NY 11788 (516) 435-4900; Southeastern Region: 3399 Peachtree Road, Suite 990, North East, Atlanta, GA 30326 (404) 841-3099; Western Region: 10 Universal City Plaza, 30th Floor, Universal City, CA 91608 (818) 505-7800; Southwestern Region: 5000 Quorum, Suite 425, Dallas, TX 75240 (214) 404-0793; **Program Hours:** 24 Hours
Program Format: Video music, news, specials
Satellite: Galaxy III/17
Subscriber Information:
Affiliates: 6,015 as of 3/1/90;
Subscribers: 50,700,000;
Advertising Per Hour: National-6 minutes/Local-2 minutes

THE NASHVILLE NETWORK
(615) 889-6840

2806 Opryland Drive
Nashville, TN 37214
Program Format: Nickelodeon: children's programming which includes animation, comedy, adventure, live action, music & magazine shows. Nick at Nite classic TV programs presented in an irreverant environment
Satellite: Galaxy III/19,22; VideoCipher encrypted
Subscriber Information: Affiliates: 7,555 (Nickelodeon); 3,725 (Nick At Nite) as of 4/1/90; Subscribers: 50,400,000 (Nickelodeon); 46,500,000 (Nick At Nite)
Advertising Per Hour: National-N.A./Local-2 minutes
Parent Company: Opryland USA Inc. Nashville, TN 37214
Personnel: E.W. Wendell, President & CEO Opryland USA; Tom Griscom, Senior VP Opryland USA; David Hall, VP General Manager; C. Paul Corbin, Director, Programming; Danny Wendell, Operations Manager; Hugh Hickerson, Director, Engineering; Lloyd Werner, Senior VP Sales & Marketing; Peter Weisbard, VP Sales; Kathleen Canavan, VP Marketing; Cheryl Daly, VP Public Relations; Cindy Melvin, Director, Marketing
Regional Offices: Group W Satellite Communications, 250 Harbor Dr., Stamford, CT 06904 (203) 965-6000; Peter Weisbard, Group W Satellite Communications, 685 Third Ave., 20th Floor, New York, NY 10017 (212) 916-1000; Walter Bodkin, Suite 420, 625 N. Michigan Ave., Chicago, IL 60611 (312) 454-7090; Bob Van Cleave, 31000 Telegraph Rd. Suite 200, Birmingham, MI 48010 (313) 540-2900; John Milne, 6500 Wilshire Blvd., Suite 1850, Los Angeles, CA 90048 (213) 655-1098.
Program Hours: 18 hours
Program Format: Country music, lifestyle, sports and variety.
Satellite: Galaxy I/2
Subscriber Information: Affiliates: 9,376 as of 03/29/90; Subscribers: 50,000,000; Price, sub: .15 per sub
Advertising Per Hour: National-N.A./Local-2 minutes

NATIONAL COLLEGE TV
(212) 689-0088

1 Madison Avenue
New York, NY 10010
Parent Company: NCTV Inc.
Personnel: Jeffrey Moritz, President; Marilyn Freeman, Senior VP General Manager; Victor Shaffer, Senior VP General Sales Manager; Tina Witcher, VP Programming & Operations; Chip Nowitzky, VP Marketing & Creative Services; Daniel Geller, Publicity Manager; John Nelson, Sales Director; Mark Lieber, Sales Director; Donna McGowan, Research Manager; Linda Wynn, Promotions Coordinator; Toni Fama, Affilate Relations Manager
Program Hours: Midnight to 6:00 a.m. ET weekdays
Program Format: Collegiate entertainment, news & information.
Satellite: Westar V/2X
Subscriber Information: Affiliates: 200 as of 3/12/90; Subscribers: 5,600,000; Price, sub: .03
Advertising Per Hour: National-N.A./Local-2 minutes

NETWORK SERVICES
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations
Program Hours: 24 Hours
Program Format: Satellite-delivered broadcast programming package from Detroit, made up of ABC, CBS, NBC and PBS affiliates.
Satellite: Anik D1/9,10,21,23 VideoCipher encrypted
Subscriber Information: Affiliates: 140 as of 12/31/89; Subscribers: 451,948; Price, sub: varies

NICKELODEON/NICK AT NITE
(212) 713-6409

1775 Broadway
9th Floor
New York, NY 10019
Parent Company: MTV Networks
Personnel: Geraldine Laybourne, President; Rich Cronin, Senior VP Marketing; Geoffrey Darby, Senior VP Programming; Andy Bamberger, VP Production Studios; Scott Webb, VP Creative Director; Anne Sweeney, VP Acquisitions; Douglas Greenlaw, Executive VP Advertising Sales MTVN; Michelle Dilorenzo, VP New Business Development; Frank Hensan, VP Sales & Marketing Communications; Howard Shimnel, VP Audience Research; Larry Jones, Marketing Manager
Regional Offices: Western Region: 10 Universal City Plaza, 30th floor, Universal City, CA 91608 (818) 505-7800; Southeastern Region: 3399 Peachtree Road, Suite 900, North East, Atlanta, GA 30326, (404) 841-3099; Southwestern: 5 00 Quorum, Suite 425, Dallas, TX 75240 (214) 404-0793; Central: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300; Detroit Ad Sales Office: 2301 W. Big Beaver Road, Suite 621, Troy, MI 48084, (313) 649-7170.
Program Hours: 24 Hours (6:00 a.m.-8:00 p.m. ET Nickelodeon/ 8:00 p.m.-6:00 a.m. ET Nick at Nite)

THE NOSTALGIA CHANNEL
(212) 463-7740

71 West 23rd Street, Suite 502
New York, NY 10010
The Nostalgia Network Inc.
Personnel: Michael Marcovsky, Chairman; John Janas, President & CEO; Morgan Lambert Howe, Senior VP Affiliate Sales; Robert Jones, VP Programming
Regional Offices: Western-2144 Royal Lane, Ste. 150, Dallas, TX 75229 (214) 243-8755 Chip Harwood; Northeast-75 James Way, Southampton, PA 18966 (215) 364-7550 Terri Morse; Pacific-1311 El Camino Real, Ste. 205, Millbrae, CA 94030 (415) 589-5246 Lynn; Central-2050 Larkin Ave., Ste. 203, Elgin, IL 60123 (708) 697-5454 Paul Hamilton; Southeast-4651 Charlotte Pk. Dr. Ste. 425, Charlotte, NC 28217 (704) 527-0994 Leah Bradley
Program Hours: 24 Hours
Program Format: Variety - contemporary lifestyle; entertainment, information
Satellite: Satcom IV/21
Subscriber Information: Affiliates: 530 as of 4/3/90; Subscribers: 8,540,000; Price per sub: variable
Advertising Per Hour: National-8 minutes/Local-2 minutes

PREVUE Guide CHANNEL

PREVUE GUIDE
(918) 665-6690

3801 South Sheridan
Tulsa, OK 74145
Parent Company: Prevue Networks Inc.
Personnel: Joe Batson, VP Chief Operating Officer; Wm. Chris Bourne, VP Marketing & Operations; Mary Prodger, VP Programming, Production; Donna Davis, Director, Affiliate Sales; Elaine Estes, Director National Accounts
Program Hours: 24 hours
Program Format: Cable program promotion.
Satellite: Satcom IV/8
Subscriber Information: Affiliates: 610 as of 02/28/90; Subscribers: 15,243,208; Price, sub: $ .03
Advertising Per Hour: Local-9 minutes

PRIME NETWORK

PRIME NETWORK
(214) 401-0099

600 East Las Colinas Blvd.
Suite 2200
Irving, TX 75039
Parent Company: Bill Daniels/ Tele-Communications Inc.
Personnel: Ed Frazier, CEO & President; Mat Tinley, Executive VP; Joe King, Senior VP Operations; Jack Stanfield, Senior VP Programming; Lynn Geick, Chief Financial Officer; Lynne Niemiec, Director, Programming; John Daly, Director, Program Origination; Jay Finegold, VP Special Projects; Jon Heidtke, Director, Affiliate Sales, Marketing.; Terry Chile, Senior Manager, Affiliate Relations; Cindy Harrington, Director, Marketing; Jay Finegold, Group W/National Ad Sales
Program Hours: 11:00 a.m.- 6:00 a.m. ET
Program Format: Sports
Satellite: Satcom 1R/24, VideoCipher encrypted
Subscriber Information: Affiliates; N.A.; Subscribers: 18,500,000 (includes regional network subscribers);
Advertising Per Hour: National-N.A./Local-2 minutes

The RFD TELEVISION NETWORK

RFD-TV
(402) 345-2322

2615 Farnam St.
Omaha, NE 68131
Parent Company: Gottsch Feeding Corporation
Personnel: Bob Gottsch, President; Jack Malstead, Director, Advertising; Patrick Gottsch, Director, Affiliate Relations, Marketing; Mike Miller, News Director; Terry Dufford, Director of Engineering
Program Hours: 24 Hours
Program Format: Rural news, weather, markets, western movies, gardening, rodeo, outdoor, and special event coverage
Satellite: Westar V/17
Subscriber Information: Affiliates: 66; as of 3/1/90; Subscribers: 100,000; Price, sub: .10
Advertising Per Hour: National-14 minutes/Local-4 minutes

THE SILENT NETWORK
(213) 464-7446

6363 Sunset Blvd.
Los Angeles, CA 90028
Personnel: Sheldon Altfeld, Chairman & CEO; William Tauber, President & COO; Lou Miles, VP Marketing
Program Hours: 9:30 a.m. - 11:30 a.m. ET Thursdays and Saturdays
Program Format: Family programming; material customized for deaf and hearing-impaired viewers
Satellite: Satcom IV/15
Subscriber Information: Affiliates: 209 as of 1/1/90; Subscribers: 13,600,000;
Advertising Per Hour: National-10 minutes/Local-1 minute

SportsChannel America

SPORTSCHANNEL AMERICA
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
Parent Company: Cablevision Systems/NBC
Personnel: Jim Greiner, President & COO; Jeff Ruhe, Senior VP Executive Producer; Sharon Portin, VP Affiliate Sales & Marketing; Peter Knobloch, Senior VP Advertising Sales; Mike Lardner, VP Programming & Production; Tom Karsch, Director, Marketing; Dan Martinsen, Director, Media Relations
Regional Offices: James Cofer, Stan Berizzi-150 Crossways Park West, Woodbury, NY 11797 (516) 364-2222; Tom Fennell-3341 Peachtree Corners Circle, #3385-H, Norcross, GA 30092 (404) 368-1113.
Program Hours: 6:00 PM - 1:00 AM ET weekdays; 10:00 AM -1:00 AM ET weekends
Program Format: Sports coverage.
Satellite: Satcom IV/3,10
Subscriber Information:
Affiliates: 579 as of 01/01/90;
Subscribers: 9,000,000 (includes regional sports network subscribers);
Advertising Per Hour: National-N.A./Local-4 minutes

TBS

TBS SUPERSTATION
(404) 827-1575

1050 Techwood Drive
Atlanta, GA 30348
Parent Company: Turner Broadcasting System
Personnel: Gerry Hogan, President, Turner Entertainment Networks; Bob Levi, Executive VP; Kate McSweeny, VP Programming; Bill Cox, VP Programming; Julia Sprunt, VP Marketing; Farrell Reynolds, VP TB Sales
Program Hours: 24 Hours
Program Format: Entertainment, sports, movies, environment programs.
Satellite: Galaxy I/18, VideoCipher encrypted
Subscriber Information:
Affiliates: 10,296 as of 03/15/90;
Subscribers: 53,848,000; Price, sub:0
Advertising Per Hour National-N.A./No local minutes
Program Hours: 24 Hours
Program Format: Spanish-language programming, featuring news, sports, talk, variety, educational and game shows
Satellite: Spacenet II/5
Subscriber Information:
Affiliates: 36 as of 03/01/90;
Subscribers: 1,345,000 (Spanish-language households)
Advertising Per Hour: National-7 minutes/Local-N.A.

TELEMUNDO
(212) 492-5500

1740 Broadway
New York, NY 10019
Parent Company: Reliance Group
Personnel: Saul Steinberg, Chairman, President & CEO; Donald Raider, Executive VP COO; Peter Housman II, Senior VP Treasurer & CFO; Carlos Barba, Senior VP Programming & Promotion; Gary McBride, Senior VP Sales & Marketing; Donald Travis, VP General Sales Manager; Peter Roslow, Director, Marketing; Maureen Russo, Director, Advertising & Sales Support; Carmen Mathews, Manager, Cable Relations
Regional Offices: Sylvia Mendoza-6300 Wilshire Blvd., Suite 1510, Los Angeles, CA 90048 (213) 658-6868; Andrea D'Amico-1740 Broadway, 18th Floor, New York, NY 10019 (212) 492-5591; Olga Luis-2340 West 8th Ave., Hialeah, FL 33010 (305) 888-5151; Tom Morrison-435 N. Michigan Ave., Suite 1310, Chicago, IL 60611 (312) 321-1911; Roger Ashley-1140 One Lincoln Center, 5400 LBJ Freeway, Dallas, TX 75240 (214) 661-2560; Suzanne Avila Armstrong-505 Sansome Street, San Francisco, CA 94111 (415) 421-4848.

THE TRAVEL CHANNEL

THE TRAVEL CHANNEL
(212) 603-4500

1370 Avenue of the Americas
New York, NY 10019
Personnel: Luann Simpson, President; Allan Goldstein, Director, Affiliate Sales; Robert Pronovost, Executive Producer; A. Douglas Gumula, Controller; Sheri Daniel, Director, Marketing; Adrian Bogart III, Director, Advertising Sales; Amy Weisman, Sales Promotion Manager
Regional Offices: Northeastern Region: Allan Goldstein, 1370 Avenue of the Americas, New York, NY 10019 (212) 603-4512; Southeastern Region: Sandra Mosiello, 1370 Avenue of the Americas, New York, NY 10019 (212) 603-4522; Western Region: Joe Liske, 1545 Wilshire Boulevard, Suite 408, Los Angeles, CA 90017 (213) 413-7288; Mid-America: Patty McCaskill, 4080 Wedgeway Court, St. Louis, MO 63045 (314) 293-6322.
Program Hours: 24 Hours
Program Format: Travel news and documentary programs
Satellite: Satcom IIIR/16
Subscriber Information:
Affiliates: 550 as of 3/01/90;
Subscribers: 14,500,000;
Advertising Per Hour: National-10 minutes/Local-2 minutes

TBN Cable Network

TRINITY BROADCASTING NETWORK
(303) 650-5515

9020 Yates St.
Westminster, CO 80030
Personnel: Paul Crouch, President; Ben Miller, Chief Engineer; Jack Hightower, National Cable Marketing Director
Regional Offices: Diane Adcock, Eastern Regional Representative, 175 South Main St., Gadsden, AL 35901 (205) 547-4443; Bob Higley, Great Lakes Regional Representative, 2528 U.S. 31 South, Greenwood, IN 46143 (317) 535-5542.
Program Hours: 24 Hours
Program Format: Religious
Satellite: Satcom IIIR/3
Subscriber Information:
Affiliates: 903 as of 03/01/90;
Subscribers: 12,800,000;

TURNER NETWORK TELEVISION
(404) 827-1647

1050 Techwood Drive
Box 105264
Atlanta, GA 30348-5264
Parent Company: Turner Broadcasting System Inc.
Personnel: Gerry Hogan, President, Turner Entertainment Networks; Scott Sassa, Executive VP TNT; Linda Berman, Senior VP Original Programing; Terry Segal, VP & General Manager; Betty Cohen, VP Creative Services; Lisa Mateos, Director, Program Scheduling & Acquisitions; Farrell Reynolds, VP TB Sales; Lou LaTorre, Executive VP TEN Sales; Sue Kroll, Director, Marketing
Regional Offices: New York- Lou LaTorre (202) 692-6900; Chicago-Mike Neri (321) 645-8500; Atlanta-John Withers (404) 827-1700; Los Angeles-Sue Danaher (213) 551-6300; Detroit- Gene Boivin (313) 259-4622.
Program Hours: 24 Hours
Program Format: Classic movies, original specials, children's programming & sports
Satellite: Satcom IIIR/18, VideoCipher encrypted
Subscriber Information:
Affiliates: 5,068 as of 03/15/90;
Subscribers: 43,700,000;
Advertising Per Hour: National-6 minutes/Local-4 minutes

UNIVISION
(212) 867-6710

605 Third Avenue
12th FL
New York, NY 10158-0180
Parent Company: Univision Holdings Inc.
Personnel: J. William Grimes, President & CEO; Andrew Goldman, VP Business Affairs; Emma Carrasco, VP Corporate Communications; Susan Catapano, Director Affiliate Relations; Daniel Huertas, West Coast Affiliate Relations Manager; Fernando Gomez, Central Affiliate Relations Manager
Regional Offices: Martin Dugan, Sales Manager, 9200 Sunset Boulevard, Suite 1130, Los Angeles, CA 90069 (213) 859-7200; Hilary Dubin, Sales Manager, 2010 Main Street, Suite 590, Irvine, CA 92714, (714) 474-8585; Brian Pussilano, Sales Manager, One Magnificent Mile, Suite 1120, (312) 944-2199 Barry Kandel: Sales Manager, Univision, 550 Biltmore Way, Suite 760, Coral Gables, FL 33134 (305) 444-0800 Jack Hobbs: Sales Manager, Univision, 600 East Las Colinas Boulevard, Suite 348, Irving, TX 75039 (214) 869-0202 Cynthia Saucedo, Sales Manager, 601 Montgomery Street, Suite 2015, San Francisco, CA 94111, (415) 392-2006 Chris Roman, Sales Manager, 30700 Telegraph Road, Suite 3640, Birmingham, MI 48010 (313) 540-5705
Program Hours: 24 Hours
Program Format: Spanish-Language
Satellite: Galaxy I/6 & Satcom IIIR/7
Subscriber Information:
Affiliates: 533 as of 01/1/90;
Subscribers: 5,942,600 (Spanish-language households);
Advertising Per Hour: N.A.

USA NETWORK
(212) 408-9100

1230 Avenue of the Americas
New York, NY 10020
Personnel: Kay Koplovitz, President & CEO; Steve Brenner, Senior VP Business Affairs & Operations; Barry Cook, VP Research; Douglas Hamilton, CFO & VP Adminstration; Douglas Holloway, VP Affiliate Relations; David Kenin, Senior VP Programming; John Silvestri, Senior VP Ad Sales; Andrew Besch, Senior VP Marketing; Ellen Kaye, VP Advertising & Promotions; Magie Hoehn, Manager, Sales Promotion; Elena Szucs, Manager, Consumer Promotion;
Regional Offices: Chicago: 401 N. Michigan Ave., Chicago, IL 60611 (312) 644-1522 Joseph Orso; Detroit: 2000 Town Center, Suite 2630, Southfield, MI 40875 (313) 353-1200 Steve Van Ophuijsen; Los Angeles: 1900 Ave. of the Stars, Los Angeles, CA 90067 (213) 277-0199.
Program Hours: 24 Hours
Program Format: Entertainment
Satellite: Galaxy I/21 & Satcom IIIR/10, VideoCipher encrypted
Subscriber Information:
Affiliates: 10,100 as of 03/01/90;
Subscribers: 51,900,000; Price, sub: .23
Advertising Per Hour: National-12 minutes/Local-2 minutes

VH-1/VIDEO HITS ONE
(212) 713-6481

1775 Broadway
New York, NY 10019
Parent Company: MTV Networks
Personnel: Ed Bennett, President; Juli Davidson, Senior VP Programming; Barry Kluger, VP Press Relations; Leslye Schaefer, VP Marketing & Promotions; Sam Moser, Director, Ad Sales, Eastern Region
Regional Offices: Western Region: 10 Universal City Plaza, 30th floor, Universal City, CA 91608 (818) 505-7800; Southeastern Region: 3399 Peachtree Road, Suite 900, North East, Atlanta, GA 30326, (404) 841-3099; Southwestern: 5000 Quorum, Suite 425, Dallas, TX 75240 (214) 404-0793; Central: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300; Detroit Ad Sales Office: 2301 W. Big Beaver Road, Suite 621, Troy, MI 48084, (313) 649-7170.
Program Hours: 24 Hours
Program Format: Video music, entertainment
Satellite: Galaxy III/15
Subscriber Information:
Affiliates: 3,505 as of 3/01/90;
Subscribers: 35,300,000;
Advertising Per Hour: National-6 minutes/Local-2 minutes

VISION INTERFAITH SATELLITE NETWORK
(212) 602-0738

74 Trinity Place
Suite 800
New York, NY 10006
Parent Company: National Interfaith Cable Coalition
Personnel: Dr. Daniel Matthews, Chairman; Nelson Price, President & CEO; Jeff Weber, Executive VP Programming & Operations; William Airy, President VISN Group Inc.; Judy Wormington, Account Manager, East; Gary Clark, Account Manager, Central, West; Cynthia Smith, Marketing Manager
Regional Offices: VISN Group, Inc., 4643 South Ulster Street, Suite 600, Denver, CO 80237
Program Hours: 8:00 a.m.- 2:00 a.m. ET
Program Format: Faith and values-oriented programs
Satellite: Satcom IIIR/14
Subscriber Information:
Affiliates: 417 as of 4/01/90;
Subscribers: 5,700,000; Price, sub:.03
Advertising Per Hour: National-6 minutes/Local-2 minutes

THE WEATHER CHANNEL
(404) 434-6800

2600 Cumberland Parkway
Atlanta, GA 30062
Parent Company: Landmark Communications Inc. Norfolk, VA
Personnel: Michael Eckert, President; Patrick Clark, Senior VP Administration & Finance; Stan Hunter, Senior VP Programming & Operations; Becky Ruthven, VP Affiliate Sales & Marketing; Donald Ershow, VP Advertising Sales; Frank Garland, West Central Division Advertising Sales Manager; Norman Zeller, East Central Division Advertising Sales Manager; Edward Byrnes, Eastern Division Advertising Sales Manager; Michael Lerner, Western Division Advertising Sales Manager; Tamra Zinn, Eastern Division Affiliate Sales & Marketing Director; Mary Hogan, Western Division Affiliate Sales & Marketing Director; Mimi Stamper, Affiliate Marketing Director
Regional Offices: 435 N. Michigan Avenue, 30th Floor, Chicago, IL 60611 (312) 644-0570, Frank Garland; 25689 Kelly Road, Roseville, MI 48066 (313) 777-0970, Norm Zeller; 1925 Century Park East, Suite 830, Los Angeles, CA 90067 (213) 785-0511, Mary Hogan; 780 Third Avenue, 23rd Floor, New York, NY 10017 (212) 308-3055, Edward Byrnes.
Program Hours: 24 Hours
Program Format: International, national, regional and local weather
Satellite: Galaxy III/13, VideoCipher encrypted
Subscriber Information:
Affiliateiates: 2,950 as of 3/1/90;
Subscribers: 42,493,000;
Advertising Per Hour: National-9 minutes/Local-2 minutes

WGN/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations
Program Hours: 24 Hours
Program Format: Superstation with sports, movies, series, kids shows and specials.
Satellite: Galaxy I/3, VideoCipher encrypted
Subscriber Information:
Affiliateiates: 12,428 as of 12/31/89;
Subscribers: 30,000,000; Price, sub:.10

WPIX/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions;

Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations
Program Hours: 24 Hours
Program Format: Superstation sports, movies, kids shows, series and specials.
Satellite: Spacenet III/5, VideoCipher encrypted
Subscriber Information: Affiliateiates: 723 as of 12/31/89; Subscribers: 10,000,000; Price, sub:.10

WSBK-TV
(315) 455-5955

112 Northern Concourse
Syracuse, NY 13221
Personnel: Eastern Microwave
Personnel: Art Perkins, General Manager; Gil Korta, VP Video Programming; Laurie Silverman, Sales Manager
Program Hours: 24 Hours
Program Format: Superstation
Satellite: Spacenet 3/3, VideoCipher encrypted
Subscriber Information: Affiliates: 150 as of 1/1/90; Subscribers: 2,000,000; Price, sub:.10

WWOR-TV
(315) 455-5955

112 Northern Concourse
Syracuse, NY 13221
Parent Company: Eastern Microwave
Personnel: Art Perkins, General Manager; Gil Korta, VP Video Programming; Laurie Silverman, Sales Manager
Program Hours: 24 Hours
Program Format: Superstation
Satellite: Galaxy I/15, VideoCipher encrypted
Subscriber Information: Affiliates: 3,100 as of 1/1/90; Subscribers: 12,500,000; Price, sub: .10

PAY SERVICES

CINEMAX
(212) 512-1000

1100 Avenue of the Americas
New York, NY 10036
Parent Company: Home Box Office
Personnel: Michael Fuchs, Chairman & CEO; E. Thayer Bigelow, President; John Redpath, Senior VP General Counsel; Larry Carlson, Executive VP Affiliate Sales & Operations; Jeff Bewkes, Senior VP CFO; John Billock, Senior VP Marketing; Dan Levinson, VP Advertising & Consumer Promotion; Steve Janas, VP Direct Marketing; Cis Wilson; VP Original Programming; Barbara Jaffe, VP Sales, Promotion & Development
Regional Offices: Lenox Bldg. 3399 Peachtree Road NE, Suite 1600, Atlanta, GA 30326 (404) 239-6600, Gail Sermersheim; 6250 River Road, Suite 10-300, Rosemont, IL 60018 (708) 318-5100, Bruce Zeller; 12750 Merit Drive, Suite 1200, Dallas, TX 75251 (214) 450-1000, Jerry Flavin; The Quadrant, 5445 DTC Parkway, Suite 700, Englewood, CO 80111 (303) 220-2900, Jack Hayes; 6363 NW 6th Way, Suite 410, Ft. Lauderdale, FL 33309 (305) 491-0411, Jeff Krolik; 9401 Indian Creek Parkway, Suite 850, Overland Park, KS 66210 (913) 451-5100, Sharon Bennett; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067 (213) 201-9200, Janice Aull; 1100 Avenue of the Americas, New York, NY 10036 (212) 512-1000, Peter Cohan; One Bala Cynwyd Plaza, Suite 440, 231 St. Asaphs Place, Bala Cynwyd, PA 19004 (215) 668-6500, Steve Davidson; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700, Janet Long.
Program Hours: 24 Hours
Program Format: Theatrical movies each month plus original movie-based programs.
Satellite: Satcom IIIR/23; Galaxy I/19, VideoCipher encrypted
Subscriber Information: Affiliates: 5,200 as of 12/31/89; Subscribers: 6,400,000

THE DISNEY CHANNEL
(818) 569-7500

3800 W. Alameda Ave.
Burbank, CA 91505
Parent Company: Walt Disney
Personnel: John Cooke, President; Mark Handler, Senior VP Sales & Affiliate Marketing; Stephen Fields, Senior VP Original Programming; Bruce Rider, Senior VP Programming; Tom Wszalek, VP Consumer Marketing; Pat Lopker, VP Finance; Winnie Wechsler, VP Business Development; Charles Nooney, VP Affiliate Operations; George Leitman, VP New Markets
Program Hours: 24 Hours
Program Format: Family-oriented movies, series and specials
Satellite: Galaxy I/4, 24 VideoCipher encrypted
Subscriber Information: Affiliates: 6,100 as of 12/31/89; Subscribers: 5,003,000

HOME BOX OFFICE
(212) 512-1000

1100 Avenue of the Americas
New York, NY 10036
Parent Company: Time Warner Inc.
Personnel: Michael Fuchs, Chairman & CEO; E. Thayer Bigelow, President; John Redpath, Senior VP General Counsel; Larry Carlson, Executive VP Affilate Sales & Operations; Jeff Bewkes, Senior VP CFO; John Billock, Senior VP

Marketing; Bridget Potter, Senior VP Original Programming; Seth Abraham; Senior VP Programming Operations & Sports; Dan Levinson, VP Advertising & Consumer Promotion; Steve Janas, VP Direct Marketing; Barbara Jaffe, VP Sales, Promotion & Development
Regional Offices: Lenox Bldg. 3399 Peachtree Road NE, Suite 1600, Atlanta, GA 30326 (404) 239-6600, Gail Sermersheim; 6250 River Road, Suite 10-300, Rosemont, IL 60018 (708) 318-5100, Bruce Zeller; 12750 Merit Drive, Suite 1200, Dallas, TX 75251 (214) 450-1000, Jerry Flavin; The Quadrant, 5445 DTC Parkway, Suite 700, Englewood, CO 80111 (303) 220-2900, Jack Hayes; 6363 NW 6th Way, Suite 410, Ft. Lauderdale, FL 33309 (305) 491-0411, Jeff Krolik; 9401 Indian Creek Parkway, Suite 850, Overland Park, KS 66210 (913) 451-5100, Sharon Bennett; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067 (213) 201-9200, Janice Aull; 1100 Avenue of the Americas, New York, NY 10036 (212) 512-1000, Peter Cohan; One Bala Cynwyd Plaza, Suite 440, 231 St. Asaphs Place, Bala Cynwyd, PA 19004 (215) 668-6500, Steve Davidson; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700, Janet Long.
Program Hours: 24 Hours
Program Format: Theatrical movies, plus original motion pictures; music, comedy, original drama, documentary, series programming; sports.
Satellite: Satcom IIIR/13; Galaxy I/23, VideoCipher encrypted
Subscriber Information: Affiliates: 8,500 as of 12/31/89; Subscribers: 17,300,000

THE MOVIE CHANNEL
(212) 708-1797

1633 Broadway
New York, NY 10019
Parent Company: Showtime Networks
Personnel: Tony Cox, Chairman & CEO; Matt Blank, Executive VP Marketing; Jack Heim, Executive VP Sales & Affiliate Marketing; John Burns, Senior VP Sales & Field Operations; Steve Hewitt, Senior VP Original Programming & Production; Nora Ryan, Senior VP Consumer Marketing; Rick Howe, Senior VP Affiliate Marketing; Jim Miller, Senior VP Program Acquisition & Planning; Lori Ogden, VP Advertising & Promotion; Mark Greenberg VP Direct Marketing; Barbara Bellafiore, VP Sales Strategy
Regional Offices: Northcentral Region: 303 East Wacker Drive, Suite 2024, Chicago, Il 60601 (312) 993-0100, Raymond Boller, VP; South Central Region: 5000 Quorum Drive, Suite 455, Lock Box 59, Dallas, TX 75240 (214) 241-1421, Elaine Parris, VP; Western Region: 10 Universal City Plaza, Universal City, CA 91608 (818) 505-7700, Carol Mechanic, VP; Rocky Mountain Region: 8101 East Prentice Ave., Suite 704, Englewood, CO 80111 (303) 850-7380, Dick Ingebrand, Zone VP; South Eastern Region: 1040 Crown Pointe Parkway, Suite 850, Atlanta, GA 30338 (404) 396-1333; Northeast Region: 1211 Avenue of the Americas, New York, NY 10036 (212) 719-8900, Richard Maul, Regional VP
Program Hours: 24 Hours
Program Format: Movies
Satellite: Galaxy I/10,17; VideoCipher encrypted
Subscriber Information: Affiliates: 3,250 as of 4/1/90; Subscribers: 3,000,000

SHOWTIME
(212) 708-1797

1633 Broadway
New York, NY 10019
Parent Company: Showtime Networks
Personnel: Tony Cox, Chairman & CEO; Matt Blank, Executive VP Marketing; Jack Heim, Executive VP Sales & Affiliate Marketing; John Burns, Senior VP Sales & Field Operations; Steve Hewitt, Senior VP Original Programming & Production; Nora Ryan, Senior VP Consumer Marketing; Jim Miller, Senior VP Program Acquisition & Planning; Lori Ogden, VP Advertising & Promotion; Mark Greenberg, VP Direct Marketing; Barbara Bellafiore, VP Sales Strategy
Regional Offices: Northcentral Region: 303 East Wacker Drive, Suite 2024, Chicago, Il 60601 (312) 993-0100, Raymond Boller, VP; South Central Region: 5000 Quorum Drive, Suite 455, Lock Box 59, Dallas, TX 75240 (214) 241-1421, Elaine Parris, VP; Western Region: 10 Universal City Plaza, Universal City, CA 91608 (818) 505-7700, Carol Mechanic, VP; Rocky Mountain Region: 8101 East Prentice Ave., Suite 704, Englewood, CO 80111 (303) 850-7380, Dick Ingebrand, Zone VP; South Eastern Region: 1040 Crown Pointe Parkway, Suite 850, Atlanta, GA 30338 (404) 396-1333; Northeast Region: 1211 Avenue of the Americas, New York, NY 10036 (212) 719-8900, Richard Maul, Regional VP.
Program Hours: 24 Hours
Program Format: Blockbuster movies, comedy series and specials, concerts, original movies and miniseries, championship boxing, family programs and classic films.
Satellite: Galaxy I/5,16
Subscriber Information: Affiliates: 6,000 as of 1/1/90; Subscribers: 7,300,000

PAY-PER-VIEW SERVICES

CABLE VIDEO STORE
(215) 956-6611

2200 Byberry Rd.
Hatboro, PA 19040
Parent Company: Jerrold Communications
Personnel: Hal Krisbergh, President-Jerrold Communications; Ken Nimmer, VP Programming; Jeremy Rosenberg, Director, Operations; Dana Ainsworth, Manager, Programming; Bonnie Bratby, Manager, Advertising & Promotions
Regional Offices: Dale Lister, Manager Affiliate Relations/Northern Region (215) 956-6614, Hatboro, PA; Jann Mellman, Manager Affiliate Relations, Southern Region (803) 795-4630, 113 Wappoo Creek Drive, #5, Charleston, SC 29412; Donna Stone, Manager Affiliate Relations, Western Region (303) 740-6118, 7100 E. Bellview, Suite 101, Englewood, CO 80111.
Program Hours: 24 Hours
Program Format: hit movies, special events, older film releases, children's favorites and lifestyle videos.
Satellite: Galaxy III/5, VideoCipher encrypted
Subscriber Information:
Affiliates: 150 as of 3/01/90;
Addressable Subscribers: 1,000,000;

DRIVE-IN CINEMA
(212) 941-1434

532 Broadway
6th Floor
New York, NY 10012
Parent Company: Graff Pay-Per-View
Personnel: Mark Graff, President; Leland Nolan, Executive VP; Nancy Anderson, Senior VP Programming & Operations; Steve Saril, VP Affiliate Sales & Marketing; Tina Clarke, Director, Public Relations; Victoria Salloum, Manager, Affiliate Sales & Relations;
Regional Offices: Stephen Porter, Director, Southeast Region: 4 Creekpark Court, Roswell, GA 30075 (404) 992-7824
Program Hours: 2:00 p.m. - 6:00 a.m. ET
Program Format: Action-adventure films and adult romances, plus specials
Satellite: Spacenet II/1, VideoCipher encrypted
Subscriber Information:
Affiliates: 10 as of 04/01/90;
Addressable Subscribers: 1,000,000

PLAYBOY At Night

PLAYBOY AT NIGHT
(213) 659-4080

8560 Sunset Boulevard
Los Angeles, CA 90069
Parent Company: Playboy Video Enterprises
Personnel: Christie Hefner, Chairman, Playboy Enterprises; Robert Friedman, President, PVE; Richard Sowa, President; Michael K. Fleming, Senior VP GM; Allan Schwartz, Executive VP Programming; Steve Rechtschaffner, Senior VP; Larry Logan, VP Creative Services; Beverly Hutten, Manager, Creative Services; Jeff Ophime, Manager, Creative Services
Regional Offices: Michael Feinner; Regional VP Western Region; 8560 Sunset, LA 90069; (213) 659-4080; Jaime Fritz, Director, Sales & Affiliate Marketing; Tom Halsey; Director, Sales & Affiliate Marketing; 3473 Satellite Blvd. #200, Duluth, GA; Brian Quirk; Regional VP Eastern Region; 680 Lake Shore Dr., Chicago 60611; Don Starcke; Director, Sales & Affiliate Marketing; 8560 Sunset, LA (213) 659-4080 (312) 751-8000
Program Hours: 5:00 p.m. -3:00 a.m. PT weekdays; 8:00 p.m. - 6:00 a.m. PT weekends
Program Format: Adult entertainment, featuring original programs and features
Satellite: Satcom IV/24, scrambled
Subscriber Information:
Affiliates: 100 as of 4/1/90;
Addressable Subscribers: 3,000,000

RENDEZVOUS
(212) 941-1434

532 Broadway
6th Floor
New York, NY 10012
Parent Company: Graff Pay-Per-View
Personnel: Mark Graff, President; Leland Nolan, Executive VP; Nancy Anderson, Senior VP Programming & Operations; Steve Saril, VP Affiliate Sales & Marketing; Tina Clarke, Director, Public Relations; Victoria Salloum, Manager, Affiliate Sales & Relations
Regional Offices: Steve Porter, Director, Southeast Region, 4 Creekpark Court, Roswell, GA 30075 (404) 992-7824
Program Hours: 8:00 p.m. - 8:00 a.m. ET
Program Format: Adult entertainment movies and specials.
Satellite: Spacenet II/2, VideoCipher encrypted
Subscriber Information:
Affiliates: 20 as of 04/01/90;
Addressable Subscribers: 1,100,000;

REQUEST™
PAY PER VIEW

The Best in Movies, Sports and Specials

REQUEST TELEVISION
(212) 916-1041

685 Third Avenue
20th Floor
New York, NY 10017
Parent Company: Group W Satellite Communications/Reiss Media
Personnel: Jeffrey Reiss, Chairman, President & CEO; Lloyd Werner, President, Request TV; James Ganley, Executive VP & CFO, Reiss Media; Peter Brickman, VP Production, Operations & Engineering; Kathleen Canavan, VP Marketing GWSC; Mark Cutten, VP Programming & Studio Relations; Cheryl Daly, VP Public Relations

GWSC; Roy Mehlman, VP Affiliate Relations GWSC; Amelie Tseng, Manager, Public Relations; Barbara Piscitelli, Manager, Marketing
Program Hours: 24 hours
Program Format: Movies and special events.
Satellite: Satcom IIIR/19; Satcom F3R/24
Subscriber Information:
Affiliates: 342 as of 02/01/90; Addressable Subscribers: 5,900,000;

TUXXEDO NETWORK
(212) 696-1221

419 Park Avenue South 3rd Floor
New York, NY 10016
Personnel: Jeffrey Younger, President; Robert Kramer, CFO; Gibi Brown, Senior VP Sales & Affiliate Relations; Michael Kashmer, VP Sales & Affiliate Relations; John Amero, Director, Advertising & Promotions; Tom Russ, Director, Affiliate Marketing
Program Hours: 7:30 p.m.-6:30 a.m. ET
Program Format: Adult entertainment--movies and specials
Satellite: Galaxy II/4
Subscriber Information:
Affiliates: 55 as of 4/1/90; Addressable Subscribers: 1,500,000

VIEWER'S CHOICE
(212) 468-6600

909 Third Ave.
21st Floor
New York, NY 10022
Parent Company: Pay Per View Network Inc.
Personnel: James Heyworth, President & CEO; J. Robert Bedell, Senior VP Sales & Marketing; James English, Senior VP Programming; Hilda Chazanovitz, VP Marketing; Sandra Landau, VP General Counsel; Hilda Chazanovitz, VP Marketing;
Regional Offices: 1888 Century Park East, Suite 830, Century City, CA 90067 (213) 785-9094, Mark Landon, Director, Affiliate Relations.
Program Hours: 24 hours
Program Format: Films, sports and entertainment events.
Satellite: Galaxy III/16, 21, VideoCipher encrypted
Subscriber Information:
Affiliates: 300 as of 04/01/90; Addressable Subscribers: 6,300,000;

HOTEL PAY-PER-VIEW SERVICES

COMSAT VIDEO ENTERPRISES
(301) 428-4000

2230 Comsat Drive
Clarksburg, MD 20871
Parent Company: Comsat
Personnel: Robert Wussler, President & CEO; Char Beales, VP Program Development; Daniel Thomas, VP Finance & Adminstration; John Schmuhl, VP & General Manager; Al Norcott, VP Broadcast Operations; Michael Klein, VP Programming; Frank Famariss, VP Sales & Marketing; Arthur Sando, VP Marketing & Communications; Patrick Bohana, Director, Cable Ventures; Alison Curtis, Director, Marketing; Marty Diller, National Account Manager, Northeast; Wes Cowley, National Account Manager, Southeast; James Wilbourn, National Account Manager, South Central; Lynn Rader, National Account Manager, Far West; Debra Schlundt, Manager, Affiliate Relations
Regional Offices: Northeast: Marty Diller: 1240 Victoria Lane, West Chester, PA 19380, 215-431-1936; Southeast: Wes Cowley: 625 Hawthorne Trail, Lakeland, FL 33803, 813-688-8410; So. Central: James Wilburn: 3335 Timmons Lane #140, Houston, TX 77027, 713 621 5259; Far West: Lynn Rader: 11548 Windcreast Lane #232, San Diego, CA 92128, 619-673-2260
Program Hours: 1 a.m.-6 a.m. ET
Program Format: Feature films
Satellite: SBS III, VideoCipher encrypted
Subscriber Information:
Affiliates: 1,700 as of 01/01/90; Subscribers: 310,000

GUEST CINEMA
(212) 984-5900

1 Dag Hammarskjold Plaza
New York, NY 10017
Parent Company: Reiss Media Enterprises
Personnel: Jeffrey Reiss, Chairman, President and CEO; James Ganley, Executive VP CFO; Peter Brickman, VP General Manager, Guest Cinema; Mark Cutten, VP Programming & Studio Relations; Ron Midili, Manager, Programming; Jan Teich, Director, Marketing and Public Relations; Lisa Gage, Manager, Marketing; Louise Fickens, Trade Marketing Coordinator; Dominic Cioffi, Financial Analyst
Program Hours: 22 Hours
Program Format: Two movie channels running 12 titles per month
Satellite: Satcom IV/14,18; Scrambled
Subscriber Information:
Affiliates: 250 hotels as of 4/1/90; Hotel Rooms: 55,000

AUDIO SERVICES

AEI MUSIC NETWORK
(919) 783-0391

3717 National Drive
Suite 109
Raleigh, NC 27612
Personnel: Michael Malone, President; Bonnie Sullivan, National Sales Manager/Special Events
Program Hours: 24 hours
Program Format: Four different formats-LIFESTYLE: Contemporary instrumental. STARTRACKS: Pop hits CLASSICAL: Popular light classical music DEBUT: original artist chart hits.
Satellite: Satcom K2/12; Galaxy I/3
Subscriber Information:

Affiliates: 160 as of 03/31/90; Subscribers: 5,000,000; Price/sub: .01

C-SPAN AUDIO NETWORK I/II
(202) 737-3220

400 North Capitol St. NW
Suite 650
Washington, DC 20001
Personnel: Brian Lamb, President and COO; Susan Swain, Senior VP; Rob Kennedy, Senior VP; Mike Michaelson, Executive VP; Beth Glass, Audio Services Manager; Lisa Kerr, Manager, Affiliate Relations; Peter Kiley, Supervisor, Affiliate Relations; Pat Daniel, Supervisor, Marketing; Cynthia Dinkins-Lassiter, Marketing Representative, Special Projects; Barkley Kern, Marketing Representative, Western Region; Charlotte Bowers, Marketing Representative, Southeast Region; Kate Mills, Marketing Representative, MidAtlantic Region
Program Hours: 24 hours
Program Format: Public affairs
Satellite: Galaxy III/24
Subscriber Information:
Affiliates: 8 (Audio I), 4 (Audio II) as of 01/01/90; Subscribers: 548,100 (Audio I), 440,700 (Audio II); Price/sub: .04

CABLE RADIO NETWORK
(818) 352-7152

10487 Sunland Blvd.
Sunland, CA 91040
Personnel: Michael Horn, President; Melody Kishimoto, Business Manager; Robert Lane, Production Engineer; Susan Watters, Affiliate Representive
Regional Offices:
United Video, Tulsa, OK
Program Hours: 24 Hours
Program Format: Adult contemporary
Satellite: Satcom IIIR/11
Subscriber Information:
Affiliates: 65 as of 03/01/90; Subscribers: 2,311,692

GALACTIC RADIO
(303) 792-3111

9697 E. Mineral Ave.
Englewood, CO 80112
Parent Company: Jones International
Personnel: Glenn Jones, Chairman & CEO; Gregory Liptak, Group President; Jeffrey Hansen, General Manager; Dale Ogden, Operations & Program Manager; Gwenael Hagan, Director, Concept Integration; Adrienne Thiele, Manager of Product Marketing; Cindy Eichner, Affiliate Sales Manager, West; Chery Eichner, Affiliate Sales Manager, East; Sharon Sall, Affiliate Relation Coorinator; Andrea Montoni, Public Relations Manager
Program Hours: 24 Hours
Program Format: 6 music formats: classical, new age jazz, country, adult contemporary, classic rock, easy listening; 4 news/sports/talk radio superstations; In-Touch Network (reading service for the visually-impaired).
Satellite: Galaxy III/11
Subscriber Information:
Affiliates: 165 as of 03/01/90; Subscribers: 4,500,000; Price/sub: .01 to .09

KKJZ/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video Inc.
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations
Program Hours: 24 hours
Program Format: Jazz
Satellite: Spacenet III/8
Subscriber Information:
Affiliates: 20 as of 12/31/89; Subscribers: 249,804; Price/sub: .02

MOODY BROADCASTING NETWORK
(312) 329-4433

820 North LaSalle Drive
Chicago, IL 60610
Parent Company: Moody Bible Institute of Chicago
Personnel: Joseph Stowell III, President; Robert Neff, VP Broadcasting; Wayne Shepherd, Manager, Programming Division; Robert West, Director, Network Development; David Woodworth, Administrator, Affiliate Development; Becky Horne, Network Representative; Daniel Deal, Network Representative; Robert Butts, Network Representative
Program Hours: 24 hours
Program Format: Christian stereo audio; MOR, variety.
Satellite: Spacenet III/13; Aurora I/10
Subscriber Information:
Affiliates: 50 as of 02/28/90; Subscribers: 723,731

TEMPO
(212) 983-3300

342 Madison Avenue
Suite 505
New York, NY 10173
Parent Company: International Cablecasting Technologies
Personnel: Jerold Rubinstein, Chairman; W. Thomas Oliver, President; Molly Seagrave, VP Communications; John Flannery, Director, Affiliate Sales & Marketing; Mike Davis, Network Operations
Program Hours: 24 hours
Program Format: 6 channels of music plus In-Touch Network
Satellite: Satcom IV/19
Subscriber Information:
Affiliates: 100 as of 04/01/89; Subscribers: 1,000,000; Price/sub: .03

WFMT/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video Inc.
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations
Program Hours: 24 hours
Program Format: Classical music
Satellite: Galaxy I/3
Subscriber Information:
Affiliates: 165 as of 12/31/89; Subscribers: 1,453,861; Price/sub: .02

TEXT SERVICES

AP BUSINESS/NEWS/SPORTS PLUS
(202) 955-7200

1825 K. Street, NW
Washington, DC 20006
Parent Company: Associated Press/ Tribune Media Services
Personnel: Greg Groce, Director, Cable TV; Bob Reed, President, Plus; Mike Argirion, VP, Plus
Regional Offices: Tribute Media Services, 64 East Concord Street, Orlando, FL 32801, (407) 839-5600
Program Hours: 24 Hours
Program Format: Updated 30-minute information cycles
Satellite: Spacenet III/4
Subscriber Information:
Affiliates: 200 as of 4/1/90; Subscribers: 4,700,000; Price/sub: varies with size of system
Advertising Per Hour: National-6 minutes/Local-2 minutes

CABLE SPORTSTRACKER
(918) 665-6690

3801 South Sheridan
Tulsa, OK 74145
Parent Company: Prevue Networks Inc.
Personnel: Joe Batson, VP Chief Operating Officer; Wm. Chris Bourne, VP Marketing/Operations; Mary Prodger, VP Programming/ Production; Donna Davis, Director, Affiliate Sales; Elaine Estes, Director, National Accounts
Program Hours: 24 Hours
Program Format: Alphanumeric service offering sports scores, news and schedules
Satellite: Galaxy I/3
Subscriber Information:
Affiliates: 42 as of 02/28/90; Subscribers: 1,249,484

EPG/ELECTRONIC PROGRAM GUIDE
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Personnel: Joe Batson, VP Chief Operating Officer; Wm. Chris Bourne, VP Marketing/Operations; Mary Prodger, VP Programming/ Production; Donna Davis, Director, Affiliate Sales; Elaine Estes, Director, National Accounts
Program Hours: 24 Hours
Program Format: On-screen program guide, customized by system and updated daily
Satellite: Galaxy I/3
Subscriber Information:
Affiliates: 123 as of 02/28/90; Subscribers: 4,513,707
Advertising Per Hour: National-N.A./Local-3 Minutes

EPG JR.
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: Prevue Networks Inc..
Personnel: Joe Batson, VP Chief Operating Officer; Wm. Chris Bourne, VP Marketing/Operations; Mary Prodger, VP Programming/ Production; Donna Davis, Director, Affiliate Sales; Elaine Estes, Director, National Accounts
Program Hours: 24 Hours
Program Format: On-screen program guide for up to 21 channels
Satellite: Galaxy I/3
Subscriber Information:
Affiliates: 376 as of 02/28/90; Subscribers: 420,381

STORY VISION NETWORK (formerly known as GENESIS STORYTIME) (204) 942-1005

1400-19 Lombard Avenue
Winnipeg, Manitoba, R3B 0X1
Personnel: Helmut Sass, President; Bob Nyhoff, Sales Manager
Program Hours: 24 hours
Program Format: Children/ Family tales and features
Satellite: Satcom IIIR/3 VideoCipher encrypted
Subscriber Information:
Affiliates: 40 as of 09/01/89; Subscribers: 2,100,000

COMPUTER SERVICES

FNN MARKETWATCH
(703) 790-3570

8300 Old Courthouse Rd. Suite 200
Vienna, VA 22182
Parent Company: Financial News Network (Data Broadcasting Corp. division)
Personnel: Ed Happ, General Manager; Ed Anderson, Senior VP Marketing/Sales; Fred McEnony, Sales Manager
Program Hours: 24 Hours
Program Format: Business information and stock quotes
Satellite: Satcom IIIR/22
Subscriber Information:
Affiliates: 900 as of 03/23/90; Subscribers: 4,000; Price/sub: $110.

X*PRESS INFORMATION SERVICES
(303) 721-1062

Regency Plaza One/4643 S Ulster
Suite 340
Denver, CO 80237
Parent Company: Tele-Communications Inc.
Personnel: Gerald Bennington, President; George Backer, VP Technical; Gary Clark, VP Affiliate Relations; Judy Spurgeon, VP Customer Sales & Support; Tomec Smith, VP Marketing
Program Hours: 24 Hours
Program Format: News, information features and children's material
Satellite: Galaxy I/7,18 VideoCipher encrypted
Subscriber Information:
Affiliates: 550 as of 01/01/90;
Subscribers: N.A.

INTERACTIVE SERVICES

VIDEO JUKEBOX NETWORK
(305) 573-6122

3550 Biscayne Blvd.
Miami, FL 33137
Parent Company: Video Jukebox Network Inc.
Personnel: David Unger, Chairman; Andrew Orgel, President/CEO; Jose Felipe VP Finance & Administration; Cheryl Greene, VP Affiliate Sales & Marketing; Les Garland, VP Programming; John Robson, Director Corporate Communications & Production; Mark Petronaci, Director, New Product Development; Ashley Stoken, Manager, Promotions; Steve Williams, Director New Business Development;
Regional Offices: Davida Shear, East Coast Affiliate Sales, 175 West 79th Street, New York, NY 10024 (212) 873-9300; Shirley Rohn-Saito, West Coast Affiliate Sales, 3170 West Sierra Drive, Westlake, CA 91362 (805) 379-2557.
Program Hours: 24 Hours
Program Format: Music videos using a viewer programmed interactive system.
Subscriber Information:
Affiliates: 50 as of 04/01/90;
Subscribers: 6,600,000;
Advertising Per Hour: National-none/Local-N.A.

CROSS-CHANNEL PROMOTION SERVICES

NUSTAR
(215) 692-5900

1332 Enterprise Drive
West Chester, PA 19380
Parent Company: The Lenfest Group
Personnel: Wayne Bullock, President; William Baker, VP Affiliate Sales; Peter Mondics, VP Network Sales; Doug Dexter, VP Operations
Regional Offices: Central-Lisa Schwartz (215) 692-5900; Northeast-Rich Millar (215) 692-5900; Southeast-Bob Mason (404) 279-8688; West-Nancy Sill (415) 837-7144.
Program Hours: 7:00 AM - 2:00 AM ET
Program Format: Cross-channel promotion service.
Satellite: Galaxy III/12
Subscriber Information:
Affiliates: 351 as of 03/12/90;
Subscribers: 10,097,742

PRIME TIME TONIGHT
(404) 434-6800

2600 Cumberland Parkway
Atlanta, GA 30339
Parent Company: Cable Video Entertainment/Landmark Communications/Tele-Communications Inc.
Personnel: Michael Eckert, President; Becky Ruthven, VP Affiliate Sales & Marketing; Mimi Stamper, Affiliate Marketing Director; Tamra Zinn, Eastern Division Director; Joe Pfifer, Affiliate Sales Manager; Kathy Lane, Public Relations Manager
Regional Offices: 1925 Century Park East, Suite 830, Los Angeles, CA 90067 (213) 785-0511, Mary Hogan, Western Division Director.
Program Hours: :27 and :57 past the hour, starting at 6:57 through 10:27 ET
Program Format: System-specific program promotion service.
Satellite: Galaxy III/13, VideoCipher encrypted
Subscriber Information:
Affiliates: 400 as of 01/01/90;
Subscribers: 7,200,000; Price, sub: .0133

SHOPPING SERVICES

HOME SHOPPING NETWORK I/II
(813) 572-8585

PO Box 9090
Clearwater, FL 34618-9090
Parent Company: Home Shopping Network
Personnel: Roy Speer, Chairman and CEO; Lowell Paxson, President; Nando DiFilippo, Executive VP, General Counsel & Secretary; Les Wandler, CFO & Treasurer; J. Michael Reardon, Executive VP Operations; Scott Campbell, Senior VP, Cable Affiliates; William Doten, VP Corporate Marketing
Program Hours: 24 hours
Satellite: Galaxy III/8
Subscriber Information:
Affiliates: 1,500 (HSN I), 400 (HSN II) as of 4/1/90; Subscribers: 17,000,000 (HSN I) 7,000,000 (HSN II)

J.C. PENNEY TV SHOPPING CHANNEL
(214) 591-3948

One Lincoln Center
5430 LBJ Freeway
Dallas, TX 75240
Parent Company: J.C. Penney Co.
Personnel: B.D. Langford, President; Gary Watkinson, Sales & Marketing Manager; Al Bell, Director, Merchandising; Enid Stepner, Public Relations Manager
Regional Offices: 5842 Sunset Blvd., Bldg. 11 2nd Floor, Hollywood, CA 90028, Dean Thomas, VP Sales & Marketing Western Region; 501 Archdale Drive, Suite 127, Charlotte, NC 28210, Jackie Bradley, VP Sales Eastern Region.
Program Hours: 24 hours
Satellite: Satcom IIIR/8
Subscriber Information:
Affiliates: 900 as of 04/01/90; Subscribers: 13,000,000

QVC NETWORK
(215) 430-1000

1365 Enterprise Drive
West Chester, PA 19380
Personnel: Joesph Segel, Chairman & CEO; Michael Boyd, President & COO; Bruce Sellers, Executive VP, Affiliate Relations; Douglas Briggs, Executive VP, Programming; Ronald Giles, Executive VP, Broadcasting; Keith Halford, Executive VP New Business; William Costello, Executive VP, CFO; Gary Ozaroff, Executive VP Merchandising; George Nice, VP Marketing Services; MaryBeth Alvin, Director, Public Relations
Regional Offices: Peter Flint, VP Affiliate Relations Eastern Region; 1366 Enterprise Dr. West Chester PA 19380, (215) 430-1028; Chuck Price, VP Affiliate Relations Western Division; 8101 East Prentice, Suite 610, Englewood, CO 80111 (303) 721-7718
Program Hours: 24 Hours
Program Format: Theme hours
Satellite Offices: Galaxy III/9
Subscriber Information:
Affiliates: 3,000 as of 03/30/90; Subscribers: 35,000,000

REGIONAL BASIC SPORTS SERVICES

ARIZONA SPORTS PROGRAMMING NETWORK
(602) 866-0072

17602 N. Black Canyon Highway
Phoenix, AZ 85023
Parent Company: Times Mirror Cable TV
Personnel: Suzee Smith-Everhard, Director, Programming; George Allen, Sports Coordinator; John Lunning, Production Manager; Steve Rizley, General Sales Manager, Advertising; Paul Gregg, VP Marketing
Program Hours: 4:00 p.m. - 2:00 a.m. PT (End time varies due to events.)
Subscriber Information:
Affiliates: N.A.; Subscribers: 308,000
Advertising Per Hour: Regional-N.A./Local-2 minutes

KBL SPORTS NETWORK
(412) 381-9500

Trimont Towers
1305 Grandview Ave.
Pittsburgh, PA 15211
Parent Company: Tele-Communications Inc.
Personnel: Gilbert Lucas, General Manager/Executive Producer; Melissa McKee, Sports Program Coordinator; Jay Knafel, Affiliate Relations Manager; Tom Pendergast, Operations Manager; William Hartman, Advertising Sales; Anita Forman, Sales Coordinator
Program Hours: 5:00 p.m. - 1:00 a.m. ET weekdays; noon-midnight ET weekends
Satellite: Spacenet II/19, VideoCipher encrypted
Subscriber Information:
Affiliates: 20 as of 03/25/90; Subscribers: 1,200,000
Advertising Per Hour: Regional-N.A./Local-2 minutes

MADISON SQUARE GARDEN NETWORK
(212) 563-8000

Two Pennsylvania Plaza
New York, NY 10121
Parent Company: Paramount Communications
Personnel: Robert Gutkowski, Executive VP, MSG Communications Group; Sid Amira, VP Affiliate Affairs; Lee Berke, VP Marketing; Martin Brooks, VP Programming & Network Operations; Douglas Moss, VP Advertising Sales; Pete Silverman, VP/Executive Producer; Paul Schneider, Director, Public Relations; Ron Speck, General Sales Manager; Andrea Poch-Freer, National Sales Manager; Jane DiBlasio, Marketing Communications Manager
Program Hours: 7:00 p.m.-1:00 a.m. ET weekdays; extended on weekends
Program Format: New York Knicks basketball, Rangers hockey, Yankees baseball, boxing, college sports, tennis, wrestling, and other events
Satellite: Satcom IV/6
Subscriber Information:
Affiliates: 172 as of 02/01/90; Subscribers: 3,600,000
Advertising Per Hour:N.A.

MEADOWS RACING NETWORK
(412) 225-9300

PO Box 499
Race Track Road
Meadow Lands, PA 15347
Parent Company: LadGrove At The Meadows
Personnel: John Swiatek, General Manager; Randy Edmonds, Operations Manager; Dennis Facren, Comptroller; Tom Chaffee, Marketing Director; Bob Sabot, Publicity Director; Chris Blaine, Promotions
Type Of Service: Regional Sports
Program Hours: 7:00 p.m.-11:30p.m. ET Thursday-Saturday; 6:30 p.m.-11:00p.m. ET Sundays
Program Format: Harness racing
Satellite: Galaxy II/16, VideoCipher encrypted
Subscriber Information: Affiliates: 17 as of 03/11/90; Subscribers: 700,000
Advertising Per Hour: Regional-N.A./Local-1 minute

NIAGARA FRONTIER SPORTS NETWORK
(716) 856-7300

Memorial Auditorium
140 Main St.
Buffalo, NY 14202
Parent Company: Buffalo Sabres/Adelphia Communications
Personnel: Don Angelo, Director, Sales & Marketing
Program Hours:various
Program Format: NHL Buffalo Sabres Hockey
Satellite: Spacenet III/18
Subscriber Information: Affiliates: 13 as of 4/1/90 Subscribers: 722,650
Advertising Per Game:24 minutes

PACIFIC SPORTS NETWORK
(415) 463-1525

5924 Stoneridge Drive
Pleasanton, CA 94566-0811
Parent Company: Tele-Communications Inc./Viacom
Personnel: Kevin Mulligan, General Manager; Sandra Eddy, Director, Sales & Marketing; Jim Risinger, Senior Producer; Steve Gallagher, Chief Accountant; Mary Tavormina, Marketing Coordinator; Matt Cullen, Associate Producer
Program Hours:4:00 p.m. to midnight PT weekdays; 11:00 a.m. to midnight PT weekends

PRIME SPORTS NETWORK MIDWEST/UPPER MIDWEST
(303) 355-7777

250 Steele Street
Suite #300
Denver, CO 80206
Parent Company: Prime Network
Personnel: Bob Thompson, VP General Manager; Gretchen Bunn, Director, Affiliate Sales & Marketing; Chris Bryan, Director, Promotions
Program Hours: 11:00 a.m. - 6:00 a.m. ET
Satellite: Satcom I-R/24
Subscriber Information:N.A.
Advertising Per Hour: Regional-N.A./Local-2 minutes

PRIME SPORTS NORTHWEST

PRIME SPORTS NORTHWEST
(206) 281-7800

18 West Mercer
Seattle, WA 98119
Parent Company: Tele-Communications Inc./Viacom
Personnel: Clayton Packard, General Manager; Curtis Smith, Director, Marketing & Affiliate Relations; Theresa Cuthill, Director, Programming; Carl Malone, Production Manager; Mark Jorgensen, Advertising Sales Manager
Program Hours: 4:00 p.m. - 1:00 a.m. PT weekdays; 2:00 p.m. - 1:00 a.m. weekends
Program Format: Seattle Supersonics basketball, WHC Hockey, horse racing, Seattle Storm soccer, plus Pac 10 football and basketball
Subscriber Information: Affiliates: 65 as of 04/15/90; Subscribers: 1,100,000; Price/sub: varies .10 - .35
Advertising Per Hour: Regional-N.A./Local-2 minutes

PRIME SPORTS NETWORK/ ROCKY MOUNTAIN
(303) 355-7777

250 Steele St.
Suite 300
Denver, CO 80206
Personnel: Bob Thompson, VP General Manager; Gretchen Bunn, Director, Affiliate Sales & Marketing; Chris Bryan, Director, Promotions
Program Hours: 11:00 a.m. - 6:00 a.m. ET
Satellite: Satcom I-R/24
Subscriber Information: Affiliates: N.A. as of 4/1/90; Subscribers: 700,000; Price/sub: varies
Advertising Per Hour: Regional-N.A./Local-2 minutes

PRIME SPORTS NETWORK/ UTAH
(801) 265-8777

4424 South 700 East
Suite 210
Murray, UT 84107
Personnel: Bob Thompson, VP General Manager; Tom Bork, Director, Affiliate Sales & Marketing; Chris Bryan, Director, Promotions
Program Hours: 11:00 a.m. - 6:00 a.m. ET
Satellite: Satcom I-R/24
Subscriber Information: Affiliates: 26 as of 4/5/90; Subscribers: 290,000; Price/sub: varies
Advertising Per Hour: Regional-N.A./Local-2 minutes

PRIME TICKET NETWORK
(213) 556-7500

10000 Santa Monica Blvd.
Los Angeles, CA 90067
Parent Company: Prime Network
Personnel: John Severino, President & CEO; Don Corsini, VP Programming & Production; Mike Kincaid, VP Advertising Sales; Tim Krauss, VP Marketing & Affiliate Relations; Bob Billeci, VP Engineering; Robert Gold, VP Public Relations; Kathryn Gregoryk, VP Finance
Program Hours: 5:00 p.m.-2:15 a.m. PT weekdays; 11:00 a.m.-2:15 a.m. PT weekends
Satellite: Satcom IR/7, VideoCipher encrypted
Subscriber Information:
Affiliates: 166 as of 04/01/90;
Subscribers: 4,000,000
Advertising Per Hour:N.A.

SPORTSCHANNEL BAY AREA
(415) 296-8900

901 Battery Street, Suite 204
San Francisco, CA 94111
Parent Company: SportsChannel
Personnel: John McCasey, Executive Producer/Director of Operations; Chris Geer, Director, Affiliate Sales; Eva Bustos, Manager, Marketing & Public Relations
Program Hours: 4:00 p.m.-midnight PT weekdays; 9:00 a.m.-midnight PT weekends
Satellite: Westar V/15
Subscriber Information: N.A. (launched 4/4/90)
Advertising Per Hour: Regional-8 Minutes/Local-2 Minutes

SPORTSCHANNEL CHICAGO
(708) 524-9444

820 West Madison
Oak Park, IL 60302
Parent Company: SportsChannel
Personnel: Jim Corvo, Vice President/General Manager; John Tuohey, Director, Operations; Steve Corman, Executive Producer; Cindy Stanley, Business Operations Manager; Kelly Sullivan, Creative Services Manager; Lori Cohen, Director, Affiliate Sales; Julie Johnson, Affiliate Sales Manager; John Hokin, Director, Advertising Sales
Regional Offices: RASCO: 625 N. Michigan Avenue, Suite 500, Chicago, IL 60611, Dave Tipton, Advertising Sales, Bob Saalfield, Advertising Sales.
Program Hours: 4:00 p.m. - 2:00 a.m. weekdays; 6:00 a.m. - 2:00 a.m. CT weekends
Satellite: Satcom IV/9, VideoCipher encrypted
Subscriber Information:
Affiliates: 70 as of 02/01/90;
Subscribers: 1,600,000
Advertising Per Hour:N.A.

SPORTSCHANNEL CINCINNATI

One Centennial Plaza
705 Central Avenue Suite 300
Cincinnati, OH 45202
Parent Company: SportsChannel
Personnel: James Corvo, VP Midwest Region; Ken Kolb, Director, Programming & Operations; Lori Cohen, Director, Affiliate Sales Midwest Region
Program Hours: 5:00 p.m.-1:00 a.m. CT weekdays; 10:00 a.m.-1:00 a.m. CT weekends
Satellite: Satcom IV/1
Subscriber Information:
Affiliates: 2 as of 4/1/90; Subscribers: 70,000
Advertising Per Hour:N.A.

SPORTSCHANNEL OHIO
(216) 328-0333

6500 Rockside Rd., Suite 340
Independence, OH 44131
Parent Company: SportsChannel
Personnel: Bill Craig, VP & General Manager; John Scaro, Affiliate Sales Director; Joe Tanzarello, Director, Programming & Network Operations; Mike Dolan, Manager, Marketing & Public Relations; John Guming, Affiliate Marketing Manager; Joe Mancusco, Advertising Sales Manager
Program Hours: 5:30 p.m.-2:00 a.m. CT weekdays; 9:30 a.m.-2:00 a.m. CT weekends
Satellite: Satcom IV/16, Scrambled
Subscriber Information:
Affiliates: 14 as of 3/30/90;
Subscribers: 600,000
Advertising Per Hour: Regional-N.A./Local-2 minutes

SPORTSCHANNEL PHILADELPHIA
(215) 668-2210

225 City Avenue
Bala Cynwyd, PA 19004
Personnel: Donald Heller, VP General Manager; Sam Schroeder, VP Assistant General Manager; Daniel Ronayne, Director, Marketing; Lynn Lonker, Director, Programming; Jim Barniak, Sports Director,; Daniel Ronayne, Director, Marketing; Jeanne Gengler, Affiliate Marketing Manager; Sally Leifer, Marketing Affiliate Representative; Lisa Stuchell, Marketing Coordinator; Suzanne Rioux, Advertising & Promotions Coordinator; Jacqueline Sandherr, Advertising Sales Representative
Program Hours: 6:00 p.m. - 2:00 a.m. ET weekdays; 10:00 a.m. -2:00 a.m. ET weekends
Satellite: Satcom IV/10
Subscriber Information:
Affiliates: 6 as of 02/01/90;
Subscribers: 365,000; Price/sub: .25
Advertising Per Hour: Regional-N.A./Local-2 minutes

SUNSHINE NETWORK
(407) 648-1150

390 N. Orange Ave.
Suite 275
Orlando, FL 32801
Parent Company: Affiliated Regional Communications
Personnel: Dave Almstead, VP President & General Manager; Patricia Bishop, Director, Marketing; Tom Comerford, Director, Sales; Steve Hull, Director, Public Affairs; Amy Pempel, Manager, Media Relations; Cheri Jacobs, National Sales Manager; Dana Stites, Programming Manager; Steven Kip, Advertising Account Executive; Regina Maher, Advertising Account Executive; Ann Kennedy, Advertising Account Executive; Cathy Weeden, Marketing/Affiliate Relations Manager
Regional Offices: Group W Sports Marketing; 90 Park Ave., 17th Floor; New York, NY 10016; Scott Conant, Eastern Marketing Manager
Program Hours: 5 p.m. to 2 a.m. ET weekdays/9 a.m. to 2 a.m. ET weekends
Program Format: Sports and state/national public affairs programming
Satellite: Satcom IR/11, VideoCipher encrypted
Subscriber Information:
Affiliates: 145 as of 03/15/90;
Subscribers: 2,800,000
Advertising Per Hour:N.A.

REGIONAL PAY SPORTS SERVICES

HOME SPORTS ENTERTAINMENT
(214) 401-0099

600 East Las Colinas
Suite 2200
Irving, TX 75039
Parent Company: Sportscom
Personnel: Ed Frazier, CEO; Joe King, Senior VP Network Operations; Jack Stanfield, VP Programming; John McIntyre, VP Facilities; Jay Finegold, VP Special Projects; Lynn Geick, VP Finance; Sherry Adams, National Sales Manager; Ted Rudolph, Director, Advertising Sales; Jon Heidtke, Director, Affiliate Sales/Marketing; Terry Chili, Senior Manager Affiliate Sales/Marketing; Joe Gagliardi, Director, Commercial Sales; Cindy Harrington, Director, Marketing
Program Hours: 4:00 p.m.- 2:00 a.m. CT weekdays; 10:00 a.m. -2:00 a.m. CT weekends
Satellite: Satcom IR/10, VideoCipher encrypted
Subscriber Information:
Affiliates: 462 as of 02/01/90;
Subscribers: 1,700,000
Advertising Per Hour: Regional-N.A./Local-2 minutes

HOME TEAM SPORTS
(202) 728-5300

1111 18th St. NW
Suite 200
Washington, DC 20036
Parent Company: Group W Satellite Communications
Personnel: Bill Aber, VP/ General Manager; Jody Shapiro, Director, Programming/Executive Producer; Darrell Landrum, Director, Operations/Assistant Director, Programming; Joe King, Director, Engineering; Dave Zahra, Controller; Bill Brown, Director, Production; Michael Ortman, Director, Marketing; Jeffrey Wagner, General Sales Manager; Jon Cherney, National Sales Manager; Bob Bradley, Affiliate Marketing Manager; Scott Broyles, Communications Manager; Bob Storin, Promotions Manager; Mike Krasney, Baltimore/Washington Sales Manager
Program Hours:5:00 p.m. to 2:00 a.m. ET weekdays: 9:00 a.m. to 2:00 a.m. ET weekends
Program Format: More than 500 events, including 90 Baltimore Orioles baseball games, 35 Washington Capitals hockey games & 30 Washington Bullets basketball games.
Satellite: Spacenet III/12, VideoCipher encrypted
Subscriber Information:
Affiliates: 181 as of 03/01/90;
Subscribers: 1,500,000
Advertising Per Hour:N.A.

NEW ENGLAND SPORTS NETWORK
(617) 536-9233

70 Brookline Avenue
Fenway Park
Boston, MA 02215
Parent Company: Boston Red Sox, Boston Bruins & WSBK
Personnel: John Claiborne III, VP General Manager; Jerry McAuliffe, Director, Advertising Sales; Sean McGrail, Director, Marketing; Donald Reilly, Director, Business Affairs; John Slattery Jr., Director,ector of Advertising/Promotion; Robert Whitelaw, Director, Operations; David Daniels, Affiliate Representative; John O'Leary, Account Executive; Peter Plaehn, Advertising/Public Relations Coordinator; Christopher Swan, Manager of Affiliate Marketing/Sales; Christopher Tzianabos, Account Executive
Program Hours: 24 hours
Program Format: Sporting events and specials
Satellite: Satcom IV/13
Subscriber Information:
Affiliates: 170 as of 04/01/90;
Subscribers: 320,000
Advertising Per Hour:N.A.

PRISM
(215) 668-2210

225 City Avenue
Bala Cynwyd, PA 19004
Parent Company: SportsChannel

Personnel: Donald Heller, VP General Manager; Sam Schroeder, VP Assistant General Manager; Daniel Ronayne, Director, Marketing; Lynn Lonker, Director, Programming; Jim Barniak, Sports Director; Daniel Ronayne, Director, Marketing; Jeanne Gengler, Affiliate Marketing Manager; Sally Leifer, Marketing Affiliate Representative; Lisa Stuchell, Marketing Coordinator; Suzanne Rioux, Advertising & Promotions Coordinator; Jacqueline Sandherr, Advertising Sales Representative
Program Hours: 24 hours
Program Format: Regional sports and movies
Subscriber Information:
Affiliates: 31 as of 02/01/90; Subscribers: 470,000; Price/sub: $6.00

PRO AM SPORTS SYSTEM
(313) 930-7277

24 Frank Lloyd Wright Drive
P.O. Box 3812
Ann Arbor, MI 48106-3812
Parent Company: Domino's Pizza
Personnel: Bill Wischman, General Manager; Kathi Hunt, Business Manager; Jillaina Harbaugh, Director, Affiliate Services; Bill Moren, Director, Marketing & Affiliate Relations; Mike Smith, Executive Producer
Program Hours:6:00 p.m. - midnight CT weekdays; weekends vary.
Program Format: Detroit Tigers baseball,Detroit Pistons basketball, Detroit Red Wings hockey, University of Michigan and Michigan State basketball and hockey.
Satellite: Spacenet III/21
Subscriber Information:
Affiliates: 212 as of 4/4/90; Subscribers: 625,000
Advertising Per Hour: Regional-8 minutes/Local-1 minute

SAN DIEGO CABLE SPORTS NETWORK
(619) 263-9251

5159 Federal Blvd.
San Diego, CA 92105
Parent Company: Cox Cable
Personnel: Bob McRann, President; Marty Youngman, Manager; Moya Gollaher, Ad Sales Manager
Type Of Service: Pay-Per-View
Program Hours: Various
Program Format: San Diego Padres baseball, San Diego State University football games, boxing
Subscriber Information:
Affiliates: 6 as of 02/01/90; Addressable Subscribers: 575,000
Advertising Per Game: N.A.

SPORTSCHANNEL FLORIDA
(407) 994-0250

2295 Corporate Blvd. NW
Suite 140
Boca Raton, FL 33431
Parent Company: SportsChannel
Personnel: Jeffrey Genthner, General Manager; Harlan Singer, Chief of Operations; Rod Mickler, Director, Sales/Marketing; Deborah Benson, Affiliate Marketing Manager; Lynne Mixson, Public Relations Manager
Program Hours: 6:00 p.m. - 3:00 a.m. ET weekdays/noon - 3:00 a.m. ET weekends
Satellite: Satcom IV/14
Subscriber Information:
Affiliates: 37 as of 03/01/90; Subscribers: 950,000
Advertising Per Hour:N.A.

SPORTSCHANNEL LOS ANGELES
(213) 433-1985

1545 26th Street
Santa Monica, CA 90404
Parent Company: SportsChannel
Personnel: Lynn Woodard, VP & General Manager; Kevin McGuire, Director, Sales & Affiliate Marketing; Rockey Flintermann, Director, Programming & Network Operations; John Mella, Business Manager; George Jostlin, Manager, Affiliate Relations; Bob Green, Manager, Affiliate Relations; Paula Rosado, Manager, Affiliate Relations; Mary Beth Callahan, Manager, Creative Services; Patrick McCabe, Western Regional Advertising Sales; Ted Craddock, Senior Account Executive, Advertising Sales
Program Hours: 4:00 p.m.-1:00 a.m. PT weekdays;10:00 a.m.-1:00 a.m. PT weekends
Satellite: Satcom IV/17
Subscriber Information:
Affiliates: 76 as of 4/2/90; Subscriber: 110,000
Advertising Per Hour: Regional-8 minutes/Local-2 minutes

SPORTSCHANNEL NEW ENGLAND
(617) 933-9300

10 Tower Office Park
Suite 600
Woburn, MA 01801
Parent Company: SportsChannel
Personnel: Mitchell Freund, VP General Manager; Stevan Reagan, Director, Operations; William Powell, Director, Affiliate Sales & Marketing; Paul Freehauf, Product Manager; Jeff Landis, Public Relations Manager
Regional Offices: Rainbow Advertising Sales Co. 855 Boylston Street, Boston, MA 02116 (617) 266-7711; /Rainbow Advertising Sales Co. 260 Madison Ave. New York, NY 10016 (212) 889-3380
Program Hours: 6:00 p.m.- 12:30 a.m. ET weekdays; 9:00 a.m.- 12:30 a.m. ET weekends
Satellite: Satcom IV/23, VideoCipher encrypted
Subscriber Information:
Affiliates: 165 as of 01/30/90; Subscribers: 1,183,715
Advertising Per Hour:N.A.

SPORTSCHANNEL NEW YORK
(516) 364-3650

150 Crossways Park West
Woodbury, NY 11797

Parent Company: SportsChannel
Personnel: Robert Pollichino, VP General Mgr; Jerry Passaro, Executive Producer & Director, Programming; James Bates, Director, Sales and Marketing; Richard Kahn, Director, Public Relations
Program Hours: 6:30 p.m. - 1:00 a.m. ET weekdays; extended hours on weekends
Satellite: Satcom IV/7, VideoCipher encrypted
Subscriber Information:
Affiliates: 115 as of 02/01/90;
Subscribers: 1,300,000
Advertising Per Hour: Regional-N.A./Local-up to 6 minutes, depending on event

REGIONAL NON-SPORTS SERVICES

A.I.B. CABLE NETWORK
(404) 892-0454

1580 Peachtree St.
Atlanta, GA 30309
Parent Company: A.I.B. Cable Network
Personnel: John Allen, President & General Manager; Olynn Allen, VP & Station Manager
Program Hours: 24 Hours
Program Format: Religious
Subscriber Information:
Affiliates: 3 as of 04/01/90;
Subscribers: 225,000;
Advertising Per Hour: 2 minutes

CABLE TV NETWORK OF NJ
(609) 392-4360

128 W State St.
Trenton, NJ 08608
Personnel: James DeBold, Executive Director; Sondra Eisen, Adminstrative Assistant; Joyce Aylesworth, Traffic Manager; Deborah Kolczynski, Controller; David Valentino, Chief Of Operations; Therese Dennison, Promotion Manager; Kathleen Moffat, Sales Manager
Program Hours: 24 Hours
Program Format: Education, entertainment and informational shows
Subscriber Information:
Affiliates: 34 as of 03/14/90;
Subscribers: 1,500,000

CATHOLIC TV NETWORK/ BAY AREA
(415) 326-7850

324 Middlefield Rd.
Menlo Park, CA 94025
Personnel: Brian Coyne, Director; Shirley Connolly, Program Director;
Program Hours: 8:00 a.m. - 10:00 p.m.PT
Program Format: Educational

THE CLASSIFIED CHANNEL
(408) 452-3388

1302-A North Fourth St.
San Jose, CA 95112
Parent Company: Heritage Cablevision
Personnel: J. Brown, General Manager; Laura Worth, Office Manager; Domenic Giusto, Production Manager; Leif Sandness, Account Executive; T.J. Hall, Account Executive; Diane Jensen, Account Executive
Program Hours: 24 Hours
Program Format: Classified advertising and information, arranged by various categories
Subscriber Information: Affiliates: N.A.; Subscribers: 215,000

FLORIDA TOURISM CHANNEL
(813) 586-1700

12465 92nd Way North
Largo, FL 34643
Parent Company: Florida Tourism Channel Inc.
Personnel: David Liddle, President; Diane Liddle, VP; Christina Back, Major Account Manager; Maria Dimego, Public Relations Director;
Regional Offices: Orlando Office: 1213 Richmond Hill, Winter Park FL. (813) 586-1200 Randy Centrella
Program Hours: 6 a.m. to 9 a.m. ET
Program Format: Tourist information
Satellite: Satcom IR/22
Subscriber Information:
Affiliates: 20 as of 03/22/90;
Subscribers: 754,000
Advertising Per Hour: 3 minutes

NEWS 12 LONG ISLAND
(516) 496-1766

One Media Crossways
Woodbury, NY 11797
Parent Company: Rainbow Program Holdings
Personnel: Norm Fein, News Director; Glenn Fiskkin, Senior Executive Producer; Larry Henrichs, Executive Producer; Bill Zimmerman, Executive Producer; Drew Phillips, Executive Producer; Hardie Mintzer, Assignment Manager; Rick Young, Promotion Director; Robert Sullivan, Sales Manager/Long Island; Dick Moran, Sales Manager/NYC; Bert Goodstadt, Associate Sales Manager/NYC; Warren Spellman, Marketing Director
Regional Offices: Rainbow Advertising Sales/Long Island: 111 Crossways Park West, Woodbury, NY 11797; Rainbow Advertising Sales/NYC: 260 Madison Avenue, 14th Floor, New York, NY 10016.
Program Hours: 24 hours
Program Format: Regional news
Subscriber Information:
Affiliates: 4 as of 12/31/89;
Subscribers: 601,000; Price/sub: .25
Advertising Per Hour: Regional-N.A./Local-4 minutes

PENNERAMA
(814) 863-0023

Wagner Annex
University Park, PA 16802

Parent Company: WPSX-TV/ Penn State University
Personnel: Marlowe Froke, General Manager; John Grant, Manager; Walt Mahute, Business Manager; Kathleen Pavelko, Director, Programming & Production; Greg Petersen, Director, Promotion; Bruce Dunn, Director, Production; Deirdre Hines, Publicist
Program Hours: 24 Hours
Program Format: Instructional and general information
Subscriber Information:
Affiliates: 27 as of 03/15/90;
Subscribers: 800,000

NON SATELLITE-FED BASIC SERVICES

FUJISANKEI COMMUNICATIONS INTERNATIONAL
(213) 553-5828

2049 Century Park East
Suite 820
Los Angeles, CA 90067
Parent Company: The Group
Personnel: M. Kakutani, Executive VP; Paul Yanagisawa, Director, Business Development;
Program Hours: 5 hours
Program Format: Variety
Subscriber Information:
Affiliates: 8 as of 03/23/90;
Subscribers: 17,000;
Advertising Per Hour: Local-2 minutes

NON SATELLITE-FED PAY SERVICES

NIPPON GOLDEN NETWORK
(808) 538-1966

567 S. King St.
Suite 110
Honolulu, HI 96813
Personnel: Dennis Ogawa, President
Program Hours: 6:00 p.m.-11:00 p.m. weekdays
Program Format: Foreign-language films and cultural programs
Subscriber Information:
Affiliates: 7 as of 03/01/90;
Subscribers: 15,792;
Advertising Per Hour: Local-2 minutes

PAY-PER-VIEW TITLE SUPPLIERS

CHOICE ENTERTAINMENT
(213) 659-6070

8730 Sunset Boulevard
Suite 290
Los Angeles, CA 90069
Parent Company: Independent Entertainment Group
Personnel: Richard Kulis, President; Judith Kulis, VP; Lisa Phillips, VP

COLUMBIA PICTURES
(212) 702-6524

711 Fifth Avenue
4th Floor
New York, NY 10022
Personnel: Dennis Wood, VP Worldwide Pay TV; Lawrence Smith, Manager, Pay TV; Cheryl Koll, Coordinator, Worldwide Pay TV
NOTE: This includes Tri-Star titles

INDEPENDENT PPV MOVIE NETWORK
(213) 659-6070

8739 Sunset Boulevard
Suite 290
Los Angeles, CA 90069
Parent Company: Independent Entertainment Group
Personnel: William Sager, Senior VP; Mark Zutz, Manager

MGM/UA TELECOMMUNICATIONS
(213) 280-6276

10000 W. Washington Blvd.
Culver City, CA 90232
Parent Company: MGM/UA Communications
Personnel: Joseph Abrams, Senior VP World Pay TV; Bill Lee, Director, Pay TV Programming

MARLEE COMPANY
(213) 393-0822

470 25th Street
Santa Monica, CA 90402
Personnel: Jonathan Kramer, President
NOTE: formerly Skouras Pictures

ORION PICTURES
(212) 715-1106

711 Fifth Avenue
6th Floor
New York, NY 10022
Personnel: Larry Hilford, Chairman Orion Home Entertainment

SAMUEL GOLDWYN COMPANY
(213) 284-9280

10203 Santa Monica Blvd.
Los Angeles, CA 90067
Personnel: Richard Askin Jr., President TV; Jeri Sacks, VP Cable & Ancillary Sales; Ron Wanless, Senior VP Worldwide Marketing; Dan Gelfand, VP Advertising; Leonie de Picciotto, VP Publicity

TWENTIETH CENTURY-FOX PAY TV
(213) 203-1417

PO Box 900
Beverly Hills, CA 90213
Personnel: Lucy Hood, Director, Domestic & International Pay TV

UNIVERSAL PAY TELEVISION
(818) 777-4317

70 Universal City Plaza
Universal City, CA 91608
Personnel: Jerry Hartman, VP/ Sales and Marketing

WARNER BROS. PAY TELEVISION
(212) 484-8000

75 Rockefeller Plaza
13th Floor
New York, NY 10019
Parent Company: Time Warner
Personnel: Edward Bleier, President; Stanley Solson, VP Sales & Administration; Eric Frankel, VP Marketing; J.T. Shadoan, Director Financial Affairs; Margaret Jelcich, Director, Client Services; Anthony Cochi, Manager, Accounting & Data Services; Charlotte Marlis, Manager, Research & Administration; Jeffrey Bernstein, Manager, Marketing, Sales & Administration; Gary Hahn, Manager, Advertising, Publicity & Promotion

CABLE/TVRO PACKAGE PROVIDERS

PRIMETIME 24
(212) 599-4440

342 Madison Ave.
Suite 1520
New York, NY 10173

Personnel: Kazie Metzger, President; Janet Foster, Executive VP Operations; Todd Hardy, Executive VP Legal; Ann Kirschner, Executive VP Marketing & Sales; Karen Tardy, VP Marketing & Communications Systems; Jean Keamy, Marketing Manager; Scott Shultz, Sales Manager
Program Hours: 24 Hours
Program Format: Three-channel package of broadcast network affiliates, offering general interest fare
Satellite: Satcom IIR/2,4,12; VideoCipher encrypted

ANNOUNCED SERVICES

ACTV
(212) 262-2570

1270 Avenue of the Americas
Suite 2401
New York, NY 10019
Parent Company: ACTV Inc.
Personnel: Leonard Schaier, President; Dr. Michael Freeman, Chairman; Dr. Diana Gagnon, VP; David Reese, CFO
Program format: Interactive entertainment, education and information programs
Projected launch: 4th Quarter 1990

THE ASIA NETWORK
(808) 521-8066

1188 Bishop Street
Honolulu, HI 96813
Parent Company: The Asia Network Inc.
Personnel: K.S Chung, President & CEO; Dave Moore, VP Engineering; George Noguchi, Counsel; Jay Chung, VP Programming; T.H. Kim, VP Marketing Asia; Mike Meyer, U.S. Marketing Consultant
Regional Offices: North American Sales and Marketing, 2269 Kilihau Street, Honolulu, Hawaii 96819
Program Hours: 12 Hours
Program Format: Asian-language programming, including daily blocks of Chinese, Korean, and Filipino programming
Satellite: Pending
Advertising Per Hour: National-8 minutes/Local-2 Minutes
Projected launch: 1990

CAREER CHANNEL NETWORK
(415) 326-8000

PO Box 536
Menlo Park, CA 94026
Parent Company: The Keegan Group
Personnel:R. Peter Keegan, Chairman/CEO; Roland Hier, COO; J. Walter Keegan, VP Marketing; John Ralston, Affiliate Sales
Regional Offices: Soon to have offices in Denver, New York, Los Angeles, Atlanta and London.
Program Format: National and regional career news and information services
Projected launch: 11/90

CAREER TELEVISION NETWORK
(407) 333-9700

300 International Parkway
Heathrow, FL 32746
Personnel: Jerry Stone, Chairman, CEO; Lee Munizzi, COO; Joe Vale, Senior VP Sales & Affiliate Relations; Thomas DiCandia, VP Internal Operations; Trea Bennett, Promotions Coordinator; Elaine Jacobson, Public Relations Coordinator; M. Shiffman, Senior VP Ad Sales;
Program Hours: 8:00 AM to 12:00 Midnight ET
Program Format: Career-oriented programming
Projected launch: 10/90

CD-18/THE DIGITAL MUSIC NETWORK
(212) 983-3300

342 Madison Ave.
Suite 505
New York, NY 10173
Parent Company: International Cablecasting Technologies
Personnel: Jerold Rubinstein, Chairman; W. Thomas Oliver, President; Molly Seagrave, VP Communications; John Flannery, Director, Affiliate Sales & Marketing; Mike Davis, Network Operations
Program Hours: 24 hours
Program Format: 18+ channels of compact disc sound music
Satellite: Satcom IV/19, VideoCipher encrypted
Projected launch:4th Quarter 1990

COWBOY TV NETWORK
(512) 288-6430

7748 Highway 290 West
Austin, TX 78736
Personnel: Mack Long, CEO
Regional Offices: Larry Schneider, Buzz Hassett-Denver CO (800) 278-2922
Program Hours: 24 Hours
Program Format: Western movies, music, originals.
Advertising Per-Hour: National-11 minutes/Local-2 minutes
Projected Launch: 6/90

Digital
CABLE RADIO

DIGITAL CABLE RADIO
(215) 957-8290

2200 Byberry Road
Hatboro, PA 19040
Parent Company: Jerrold Communications
Personnel: David Del Beccaro, General Manager; Paul Clough, Director, Marketing
Regional Offices: Pamela Jensen, Director, Affiliate Relations, Central Region-1900 East Golf Rd.,Suite #100M, Schaumburg, Il 60173-5011 Thomas Ferraro, Director, Affiliate Relations, Eastern Region, 2200 Byberry Rd., Hatboro, PA 19040 Terry Taylor, Director, Affiliate Relations, Western Region, 566 N. Diamond Bar, Diamond Bar 91765
Program Hours: 24 Hours
Program Format: 18 channels of commercial-free music. 10 channels of cable TV audio simulcasts
Satellite: TBA;VideoCipher encrypted
Projected launch: 2nd Quarter 1990

THE DIGITAL RADIO CHANNEL
(213) 513-1630

22010 S. Wilmington Ave.
Carson, CA 90745
Parent Company: Digital Radio Laboratories Inc.
Personnel: William Delany, President; Douglas Talley, CEO; Robert Aten, CFO; Marianne Seiler, VP Marketing; Michael Hanafee, Senior VP Affiliate Sales
Program Hours: 24 Hours
Program Format: Various-91 audio feeds
Satellite:TBA; VideoCipher encrypted
Projected launch: 6/90

GLOBAL VILLAGE NETWORK
(202) 393-3818

1712 Corcoran Street N.W.
Washington, DC 20009
Personnel: Gloria Borland, Chairman
Program Hours: 24 Hours
Program Format: International business and lifestyle information.
Advertising Per Hour: National-3 minutes/Local-3 Minutes
Projected launch: 1991

THE HOW-TO CHANNEL
(213) 820-2610

11661 San Vicente Boulevard
Suite #402
Los Angeles, CA 90049
Personnel: Que Spaulding, President; Mike Hale, Executive VP
Program Hours: 24 Hours
Program Format: How-To programs; subjects include home repairs and remodeling; auto repair, photography, cooking, computers, gardening, fitness and community service
Advertising Per Hour: National-10 minutes/Local-3 minutes
Projected Launch: 1st Quarter 1991

INTERACTIVE NETWORK
(415) 960-1000

1991 Landings Drive
Suite 230
Mountain View, CA 94043
Personnel: John Lockton Jr., Chairman; David Lockton, President; Kevin Randolph, VP Marketing; Robert Brown, VP, Engineering; Gary Sadamoni, Regional Marketing; Patricia Ursenbach, Product Manager
Program Hours: 8:00 a.m. to 10:00 p.m. PT
Program Format: Simulcast
Projected launch:1990

MAIN STREET
(203) 965-2244

GTE One Stamford Forum
Stamford, CT 06904
Parent Company: GTE
Personnel: Tom Grieb, General Manager
Program Hours: 24 hours
Program Format: Consumer

interactive programming, including shopping, travel, entertainment and financial services.
Advertising Per Hour:N.A.
Projected launch:TBA

MAXIMUM ENTERTAINMENT NETWORK
(213) 556-2450

1901 Avenue of the Stars, Suite 1774
Los Angeles, CA 90067
Parent Company: Full Circle Entertainment Inc.
Personnel: Ron Harris, CEO; Jami Allen, COO; Robert Carmen, CFO
Program Format: Pay/PPV entertainment directed to men
Projected launch: 3/91

MUSIC-IMAGE CHANNEL
(415) 326-8000

PO Box 9600
Palo Alto, CA 94309
Parent Company: The Keegan Group
Personnel:R. Peter Keegan, Chairman/CEO; J.M. Keegan, President COO; Drew Youngs, President A&R Division
Program Hours: 24 hours
Program Format: Instrumental stereo music programming service accompanied by images of nature, art, the world's wonders and people.
Projected launch:11/90

THE SCI-FI CHANNEL
(407) 395-7001

2000 Glades Raod
Suite 206
Boca Raton, FL 33431
Personnel: Mitchell Rubenstein, President; Laurie Silvers, CEO; Judy Mann, Marketing Director; Barry Harfenes, Studios Manager; Jeffrey Rifkin, Director of Affiliate Sales West Coast; Larry Winokur, Public Relations Representative; Jeff Duclos, Public Relations Representative; Isaac Asimov, Martin Greenberg & Gene Roddenberry, Advisors
Program Hours: 24 Hours
Program Format: Science fiction, fantasy, horror and science fact.
Satellite: Satcom IV/TBA, VideoCipher encrypted
Subscriber Information:
Affiliates: 6 as of 03/01/90;
Subscribers: 500,000
Advertising Per Hour: National-7 minutes/Local-3 minutes
Projected launch:1st Quarter 1991

Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	6,792,535	(1/90)
2.	American Television & Communications Corp.	4,300,000	(12/89)
3.	UA Entertainment	2,592,000	(2/90)
4.	Continental Cablevision	2,525,000	(1/90)
5.	Warner Cable Communications	1,713,000	(1/90)
(8) 6.	Cox Cable Communications	1,555,213	(1/90)
(6) 7.	Comcast	1,535,000	(1/90)
(7) 8.	Storer Cable Communications	1,530,000	(1/90)
9.	Cablevision Systems	1,474,680	(3/90)
10.	Jones Intercable/Spacelink*	1,454,648	(4/90)
11.	Newhouse Broadcasting	1,200,000	(11/89)
12.	Heritage Communications	1,131,343	(11/89)
13.	Times Mirror Cable TV	1,082,000	(2/90)
(15) 14.	Cablevision Industries	1,044,396	(3/90)
(14) 15.	Viacom Cable	1,016,000	(2/90)
16.	Sammons Communications	873,590	(1/90)
17.	Century Communications	825,000	(2/90)
18.	Adelphia Communications	817,000	(3/90)
19.	Paragon Communications	764,734	(1/90)
20.	Falcon Cable TV	700,000	(10/89)
21.	Cooke Cablevision	591,032	(12/89)
22.	Telecable	584,552	(1/90)
23.	KBLCOM	550,000	(2/90)
24.	Scripps-Howard	540,000	(1/90)
25.	Multivision Cable TV	499,491	(1/90)
26.	Tele-Media	475,163	(9/89)
27.	Prime Cable	468,822	(1/90)
28.	Lenfest Group	457,886	(3/90)
29.	Maclean Hunter Cable TV	437,500	(1/90)
30.	Post-Newsweek Cable	413,213	(1/90)
31.	Cencom Cable	410,000	(11/89)
32.	TCA Group	405,000	(1/90)
33.	Multimedia Cablevision	328,902	(1/90)
34.	Colony Communications	327,924	(1/90)
35.	Simmons Communications	315,000	(12/89)
36.	Rifkin & Associates	312,700	(1/90)
37.	TKR Cable	293,212	(2/90)
38.	Western Communications	287,800	(1/90)
39.	Triax Communications	279,612	(1/90)
40.	Star Cablevision Group	240,096	(8/89)
41.	Hauser Communications	238,000	(1/90)
42.	Service Electric Cable TV Inc.	220,000	(1/90)
43.	Greater Media	205,000	(9/89)
44.	King Videocable	193,413	(1/90)
45.	Columbia International	191,000	(3/90)
46.	Sutton Capital	189,179	(9/89)
47.	Harron Communications	187,000	(4/90)
48.	Media General	181,785	(1/90)
49.	Insight Communications	183,000	(2/90)
50.	C-Tec Cable Systems	175,000	(2/90)
51.	U.S. Cable Corp.	172,500	(1/90)
52.	Palmer Communications	166,059	(1/90)
53.	Armstrong Utilities	153,902	(1/90)
54.	Northland Communications	141,398	(11/89)
55.	Summit Communications	141,000	(10/89)
(57) 56.	Bresnan Communications	129,780	(1/90)
(58) 57.	Booth Communications	125,437	(1/90)
(59) 58.	McDonald Group	125,000	(1/90)
(60) 59.	Susquehanna Broadcasting	117,109	(1/90)
(61) 60.	United Video Management	117,000	(1/90)
(62) 61.	Pencor Services	108,564	(1/90)
(63) 62.	Sonic Communications	97,837	(12/89)
(64) 63.	Midcontinent Cable Systems Co.	95,550	(6/89)
(65) 64.	WEHCO Video	95,666	(1/90)
(66) 65.	First Carolina Communications	94,253	(1/90)
(67) 66.	Gilbert Media	93,000	(1/90)
(68) 67.	Chambers Communications	89,100	(3/90)
(69) 68.	Coaxial Communications	83,300	(5/89)
(70) 69.	Barden Cablevision	79,783	(1/90)
(71) 70.	InterMedia Partners	78,000	(3/90)
(72) 71.	James Cable Partners	76,756	(1/90)
(73) 72.	Mission Cable	74,223	(1/90)
(74) 73.	Douglas Communications	72,400	(1/90)
(75) 74.	Leonard Communications	66,000	(2/90)
(76) 75.	Fanch Communications	65,000	(1/90)
(77) 76.	Cardinal Comunications	61,287	(1/90)
(78) 77.	Omega Communications	60,000	(8/89)
(79) 78.	Helicon Corp.	60,000	(1/90)
(80) 79.	Telesat Cablevision Inc.	57,235	(6/89)
(81) 80.	Galaxy Cablevision	56,489	(2/90)
(82) 81.	State Cable TV	56,200	(1/90)
(83) 82.	Prestige Cable TV Inc.	52,774	(1/90)
(84) 83.	New England Cablevision	52,409	(1/90)
(85) 84.	Masada Corp.	52,000	(2/90)
(86) 85.	Star Cable Associates	51,875	(2/90)
(87) 86.	Rock Associates	49,053	(1/90)
(88) 87.	Donrey Media Group	49,040	(12/89)
(90) 88.	Cable America Corp.	48,130	(3/90)
89.	Republic Communications Corp.	47,000	(1/90)
(new) 90.	Amzak Cable	45,125	(3/90)
91.	360 Corp.	45,000	(5/89)
92.	CableSouth Inc.	43,420	(10/89)
93.	Cable Holdings Inc.	43,135	(10/89)
(new) 94.	Vista Communications	41,962	(1/90)
(94) 95.	Eastern Connecticut Cable TV	41,820	(6/89)
(95) 96.	C4 Media	41,275	(7/89)
(96) 97.	Raystay Co.	40,447	(8/89)
(97) 98.	Acton Corp.	40,400	(3/89)
(98) 99.	Schurz Communications	40,078	(8/89)
(99) 100.	Benchmark Communications	38,000	(1/90)

( ) Rank last listing

*** includes Crown Cable systems**

Subscriber counts are provided by MSOs and systems to Cable Vision. *Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to Cable Vision, 345 Park Avenue So., 9th Floor, New York, NY 10010.*

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	Long Island, NY	Cablevision Systems	523,502	(3/90)
2.	Orlando/Central Complex, FL	ATC	400,000	(10/89)
3.	San Diego, CA	Cox Cable	309,584	(1/89)
4.	Phoenix, AZ	Times Mirror	287,240	(2/90)
5.	San Antonio, TX	KBLCOM	234,835	(6/89)
6.	Puget Sound, WA	Viacom	234,200	(1/90)
7.	Manhattan, NY	ATC	231,864	(6/89)
8.	East Orange, NJ	Maclean Hunter	217,000	(3/90)
9.	Honolulu, HI	ATC	206,251	(10/89)
10.	Chicago Suburbs, IL	Continental	181,537	(9/89)
11.	Rochester, NY	ATC	180,000	(9/89)
12.	Wayne, NJ	UA Entertainment	179,624	(2/90)
13.	Houston, TX	Warner	179,000	(9/89)
14.	Hampton Roads, VA	Cox Cable	170,148	(1/90)
15.	Lousville/Jeff. Co., KY	Storer Communications	170,000	(8/89)
16.	Brooklyn/Queens, NY	ATC	170,000	(1/90)
17.	Chicago, IL	TCI	169,608	(3/90)
18.	Cleveland, OH	Cablevision Systems	168,773	(2/90)
19.	Cherry Hill, NJ	Garden State Cable	168,000	(9/89)
20.	Cincinnati, OH	Warner	167,000	(6/89)
21.	Atlanta, GA	Prime Cable	166,000	(9/89)
22.	Fairfax, VA	Media General	164,519	(6/89)
23.	Connecticut Complex	Cablevision Systems	163,084	(2/90)
24.	Tulsa, OK	UA Entertainment	159,551	(7/89)
25.	Kansas City, MO	ATC	158,500	(11/89)
26.	Jacksonville, FL	Continental Cablevision	154,600	(5/89)
27.	Hartford/Plainville/Vernon, CT	UA Entertainment	152,683	(6/89)
28.	Montgomery County, MD/ Arlington, VA	Hauser	150,000	(1/90)
29.	Charlotte, NC	ATC	148,850	(9/89)
30.	San Jose/Campbell, CA	Heritage	145,000	(6/89)
31.	Baltimore County, MD	Comcast	144,000	(6/89)
32.	Memphis/W. Memphis, TN	ATC	143,957	(10/89)
33.	Manhattan, NY	Paragon	143,500	(6/89)
34.	San Francisco, CA	Viacom	141,600	(1/90)
35.	Pompano, FL	Continental	140,084	(9/89)
36.	Buffalo, NY	Adelphia Communications	139,515	(8/89)
37.	Denver (suburbs), CO	UA Entertainment	139,303	(6/89)
38.	San Diego, CA	ATC	135,300	(11/89)
39.	St. Louis, MO	Cencom	135,230	(8/89)
40.	Seattle, WA	TCI	131,315	(3/90)
41.	Austin, TX	ATC	126,100	(10/89)
42.	Chicago Suburbs, IL	Jones	126,000	(2/90)
43.	Martin/Stuart Co, FL	ATC	125,000	(10/89)
44.	Warren, NJ	TKR	124,000	(2/90)
45.	Tacoma, WA	Viacom	120,700	(1/90)
46.	San Diego County, CA	Times Mirror	115,884	(2/90)
47.	Pinellas County, FL	Newhouse	114,000	(6/89)
48.	Hillsborough/Tampa, FL	Paragon	112,103	(1/90)
49.	Wilmington, DE	Heritage	112,000	(6/89)
50.	Grand Rapids, MI	UA Entertainment	111,198	(6/89)
51.	Orange County, LA	Times Mirror	111,506	(2/90)
52.	Toledo, OH	Blade Communications	110,785	(5/89)
53.	Southeast Michigan	Comcast	110,000	(6/89)
54.	Raleigh/Durham, NC	ATC	109,000	(9/89)
55.	Las Vegas, NV	Prime Cable	107,288	(5/89)
56.	Dallas, TX	Heritage	107,244	(6/89)
57.	Jefferson Parish/Kenner, LA	Cox Cable	107,207	(2/90)
58.	Boston/Brookline, MA	Cablevision Systems	106,346	(2/90)
59.	San Juan, PR	Multivision Cable	106,046	(6/89)
60.	Nashville, TN	Viacom	105,400	(1/90)
61.	Indianapolis, IN	Comcast	104,000	(6/89)
62.	Chicago, IL	Group W	104,000	(3/90)
63.	Richmond, VA	Continental	102,121	(10/89)
64.	Pittsburgh, PA	TCI	99,187	(3/90)
65.	Jackson, MS	ATC	98,915	(10/89)
66.	Monmouth, NJ	Sutton Capital	97,579	(9/89)
67.	Greensboro, NC	ATC	96,140	(10/89)
68.	St. Petersburg, FL	Paragon	95,412	(2/89)
69.	Columbus, OH	Warner	95,000	(9/89)
70.	Reading, PA	ATC	95,000	(10/89)
71.	Naples, FL	Palmer	94,450	(6/89)
72.	Worcester Complex, MA	Greater Media	94,897	(9/89)
73.	Albuquerque, NM	Jones Intercable	91,205	(12/89)
74.	Portland, OR	KBLCOM	91,500	(8/89)
75.	Dade/Broward County, FL	Storer	90,000	(8/89)
76.	Wichita, KS	Multimedia	88,732	(9/89)
77.	Independence,MO	Jones	88,628	(8/89)
78.	Minneapolis/St. Paul suburbs, MN	Hauser	88,000	(1/90)
79.	Fresno, CA	Continental	87,060	(2/90)
80.	Tucson, AZ	Cooke	86,976	(8/89)
81.	Akron, OH	Warner	86,000	(9/89)
82.	Fayetteville, NC	ATC	86,000	(10/89)
83.	Milwaukee, WI	Warner	86,000	(9/89)
84.	Toms River, NJ	Adelphia	85,826	(2/90)
85.	Harrisburg, PA	Sammons	85,200	(8/89)
86.	Orange County, CA	KBLCOM	85,100	(8/89)
87.	Baton Rouge, LA	UA Entertainment	84,976	(6/89)
88.	Dover/Morristown, NJ	Sammons	84,640	(8/89)
89.	W. San Fernando Valley, CA	CV Industries	82,967	(2/90)
90.	South Bend, IN	Heritage	82,744	(6/89)
91.	Buffalo, NY	TCI	82,629	(3/90)
92.	Houston Suburbs, TX	Prime Cable	82,000	(6/89)
93.	Medford, MA	Warner	82,000	(6/89)
94.	Oklahoma City, OK	Cox Cable	81,310	(1/90)
95.	New Orleans, LA	Cox Cable	80,604	(1/90)
96.	Oakland County, MI	UA Entertainment	80,564	(8/89)
97.	Providence/Warwick, RI	Times Mirror	80,523	(2/90)
98.	Columbia, SC	CV Industries	78,818	(2/90)
99.	Baltimore, MD	UA Entertainment	78,164	(3/90)
100.	Allentown, PA	Service Electric	78,000	(8/89)

The CABLE POLL — DATABASE

™Midwest CATV • CED • CableVision

Rapid-fire new developments slow fiber installments

By Scott Barrett

The cable industry's steady pursuit of fiber technology appears to be taking a breather.

According to a February survey by Midwest CATV and *CableVision*, the number of operators planning to install fiber optic technology is down by eight percentage points, from 82 percent in March, 1989, to 74 percent in February, 1990.

The Cable Poll™ also shows a drop in the number of systems that have actually budgeted to add fiber during the current year. Only 7 percent of the 396 reporting cable systems have set aside such funds. Last year, 21 percent of sytems polled had budgeted to install fiber.

Number 3 in a series of eight

Despite the slowdown in planning for fiber, however, the number of systems that have already implemented fiber doubled this year to 6 percent of the Cable Poll™ sample. Last year's figure was 3 percent of systems polled.

Wendell Bailey, vice president of science and technology at the National Cable Television Association, blames the drop in planning and budgeting for fiber on the amount of testing still underway on the technology. Industry sources estimate that cable operators nd equipment suppliers are spending between $100 million and $140 million on such testing.

Bailey adds it is still early to make any definitive assessments of early test results, but comments that, "in general [cable systems] are happy with what they are seeing."

Tom Schatz, fiber optics manager at Amster Communications, notes that the industry's tests of fiber optic equipment have resulted in "fewer systems ordering equipment right now." Orders of fiber technology are being put on hold, Schatz says, as systems await "magical breakthroughs in [fiber optic] performance" that will reduce the cost of fiber installation and maintenance. Add to that the issue of prices: operators, "are also waiting for prices to come down," Schatz says.

Once all the testing currently underway yields some solid results, Schatz believes "an explosion in buying" of fiber equipment could begin. Meanwhile, February's Cable Poll™ found the number of systems that have installed fiber optic technology in trunk or supertrunk runs this year has fallen three percentage points, from 41 percent last year to 38 percent this year. The percentage of systems that have budgeted trunk or supertrunk fiber installations stayed the same—48 percent—as a year ago.

The percentage of respondents with no plans to install fiber in trunk or supertrunk runs fell slightly from 11 percent last year to 10 percent this year.

Finally, the Cable Poll™ shows a majority of the responding cable systems ranked their level of concern about the cost of installing fiber as "a lot." ■

If you have budgeted for, or installed fiber optic technology, is it trunk or supertrunk runs, AM, FM or digital?

	# Subscribers			
	Total	Less 10K	10K -50K	Over 50K
Total	43	10	23	8
% AM	44	30	52	50
% FM	21	30	17	25
% Digital	12	30	9	0
% Don't know	23	10	22	25

How concerned are you with the cost of installating fiber optic technology?

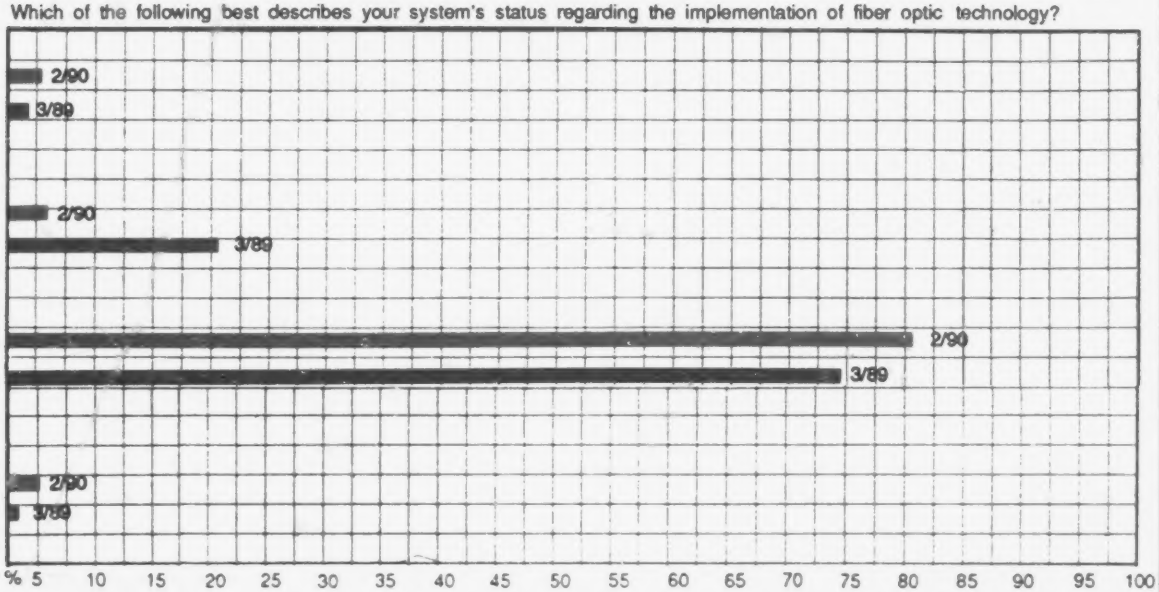
	# Subscribers			
	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
% a lot	30	30	36	25
% some	22	17	26	47
% very little	13	12	15	6
% none	19	22	15	13
% Don't know	15	20	9	9

HOW THE POLL WAS CONDUCTED: The Cable Poll™ is conducted for Midwest CATV and *CableVision* magazine by Ryan/Samples Research Inc. Telephone interviews for this edition of the poll were conducted Feb. 1-15 with a random sample of 396 system management personnel obtained from CableFile Research. Cable Poll™ researchers are 95 percent confident that the results are an accurate reflection of the total industry within plus or minus 5 percentage points.

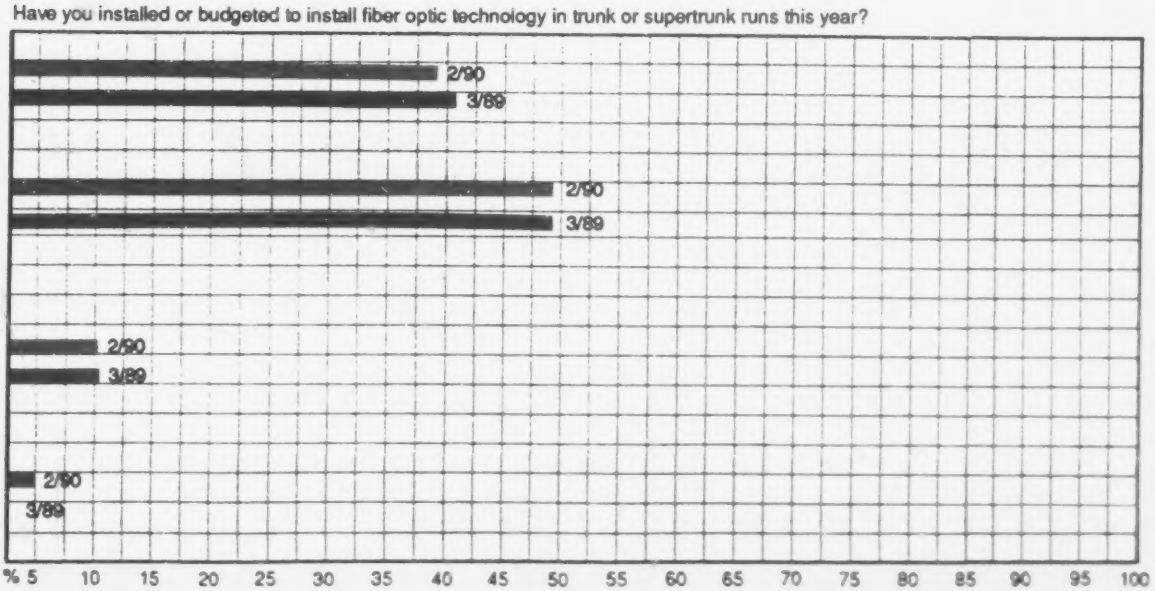
Adding up your answers:

PLEASE NOTE: THE FIRST ROW OF FIGURES IN THE FIRST TWO CHARTS ARE %S

Which of the following best describes your system's status regarding the implementation of fiber optic technology?



Have you installed or budgeted to install fiber optic technology in trunk or supertrunk runs this year?



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